

For immediate release

e-Learning for Kids Gala ASTD Fundraising Dinner on May 18

Announcing the Partnership of e-Learning for Kids with Chicagoland Learning & Talent Leaders for Funding 50 Laptops for Children's Hospital

April 22, 2010 (Ardmore, PA and Chicago, IL, USA) The e-Learning for Kids Foundation (<http://www.e-learningforkids.org>), a global 501(c)(3) non-profit foundation that provides free computer based learning for children 5-12, has agreed to donate its 200+ online courses in basic skills to children in hospitals to help them learn while they heal. To raise needed funds for 50 laptops for this initiative specifically at Children's Memorial Hospital in Chicago, the Chicagoland Learning & Talent Leaders have organized a fundraising dinner on Tuesday, May 18th, 2010 at the University Club of Chicago.

Dirk Tussing, founder of the Chicagoland Learning Leaders, co-founder of www.rightstart4kids.org, member of Chicago Chapter ASTD and the Rotary Club of Winnetka-Northfield said "Our most exciting opportunity is not just about improving general knowledge gain when kids are sick, but actually impacting their wellness through learning. The inspiring nurses at Children's are helping us recognize how we can improve the kids' overall wellness using EFK's HEALTH & LIFE SKILLS courses. It turns out many KIDS ARE SCARED since they don't know HOW THEIR BODIES WORK. Add to that the e-Learning for Kids software combined with the Classmate PC's rugged touch-screen laptops which are perfect for kids' spills or drops off the bed onto the floor, and you can see it's a great match of purpose, practicality, and heart."

Speaking on the occasion, Nick van Dam, Founder and Chairman of the EFK foundation said "We are thrilled to partner with Dirk and the various organizations involved in this effort in order to bring quality education and learning into the hospital and directly into the hands of so many children as they recover during this very difficult transitional time for all."

This fundraising party is for Children's Memorial Hospital and the e-Learning for Kids Foundation and coincides with the American Society for Training & Development International Conference and Exposition 2010. ASTD ICE 2010 will run from May 16 to 19 and is being held at McCormick Place, one of the biggest convention centers in the country. Over 8500 learning professionals are expected to attend.

The fundraising gala dinner on Tuesday, May 18th will be held in the Cathedral Hall of one of the finest dining rooms in the city at the University Club of Chicago. Register and learn more [here](#)

If you cannot attend but would still like to donate to this worthy cause (or directly to e-Learning for Kids to fund the development of additional courses so we can reach even

more children with education), please contact us at info@rightstart4kids.org (In the case of direct donations to EFK, please be sure to add that specific option to the form.)

Volunteers from many great Chicagoland Learning Leaders & Rotary clubs are working together and are willing to help other ASTD chapters & Rotary clubs in other cities with similar hospital initiatives. You can learn more by visiting www.RightStart4Kids.org for blogs including checklists and how-to set-up guides.

We hope to see you in Chicago -- Please be sure to stop by the e-Learning for Kids booth (# 246) at ASTD 2010 ICE to meet us!

About e-Learning for Kids

e-Learning for Kids is a global 501(c)(3) non-profit organization that is dedicated to opening doors to education worldwide. Established in 2004, e-Learning for Kids is dedicated to fun and FREE learning on the Internet (or via CD ROM) for children aged 5-12 with over 200 best-in-class courses in math, science, language arts, computers, English as a second language, health and life skills. The courseware is also available in Spanish, French, and Portuguese. In 2009, more than 1.6 million children benefitted from one or more EFK courses. A large volunteer staff consists of education and e-Learning experts and business professionals from around the world committed to making a difference. We are actively seeking funding, sponsors and courseware developers. Get involved! Contact: info@e-learningforkids.org or +1 888 399 3138. For more information, please visit www.e-learningforkids.org or view http://e-learningforkids.org/BrochureEFK_16p_21x21def_Hr.pdf

About Children's Memorial Foundation

Since 1882, Children's Memorial Hospital has been guided by the belief that all children should be able to grow up in a protective and nurturing environment, where each child is given the opportunity to reach his or her potential. We believe this vision can provide a brighter future for all children. Philanthropy plays a critical role in accomplishing these goals, especially in today's increasingly challenging health care environment. Founded in 1987, the Children's Memorial Foundation is a charitable 501(c)(3) tax-exempt organization, through which all gifts benefit Children's Memorial Hospital. The Foundation's staff of fundraising professionals work with more than 25 affiliated organizations and an active team of volunteers to cultivate and secure contributions that advance the mission of the hospital. Volunteer engagement ranges from those contributing to governance on the board of directors, to those conducting benefit events, to individuals contributing through grassroots efforts. Contact: foundation@childrensmemorial.org or + 1 773-880 4237. Please view <http://www.childrensmemorial.org> for additional information.

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