

*For immediate release*

## **e-Learning for Kids Featured in CNBC Responsible Business Episode**

### **EFK, Deloitte and Close the Gap partner to bridge the Digital Divide**

**July 12, 2008 (Ardmore, PA, USA)** – E-Learning for Kids (EFK, [www.e-learningforkids.org](http://www.e-learningforkids.org)), a global nonprofit foundation dedicated to providing free online learning for children 5-12, was featured today in CNBC Europe, CNBC Asia and CNBC World (North America) as one of the segments on the show “Responsible Business”. The episode focused on the strategic partnership between Deloitte, Close the Gap and EFK which has successfully allowed for older computers from Deloitte being recycled by Close the Gap and then pre-loaded with basic skills e-learning courseware from EFK for subsequent distribution worldwide. With each organization playing a key role in this global partnership involving hardware, recycling and software, this is truly a success story of how partners can collaborate and leverage each other to ensure the total solution adds up to more than the sum of its individual parts.

More than 500 million children, over half of them girls, never get a chance to see the inside of a classroom. Furthermore, the poor quality of education provided, resulting from irrelevant and obsolete curricula, overcrowded classrooms, untrained teachers, etc., cause high dropout and incompleteness rates. Deloitte, Close the Gap and EFK offer a unique solution. The school featured in northeast Thailand has 550 students from 12 neighboring villages and is one example of how providing children, schools, and teachers with the right tools and infrastructure, they can have the opportunity to receive a decent local education to improve their lives and their future development. The EFK software that allows them to learn basic skills at their own pace is one of the key factors in bridging this educational digital divide.

Nick van Dam, Ph.D., founder and chairman of e-Learning for Kids and Chief Learning Officer for Deloitte Touche Tohmatsu, was one of the executives featured in the program and traveled to Thailand with the film crew. “It is very exciting that CNBC has broadcasted a program that addresses the digital divide and shows how partnerships between corporations and NGO's can be very powerful for tackling global issues. It is an honor that CNBC has chosen e-Learning for Kids as an exciting example of how high quality e-learning courseware can help children around the world.”

### **About e-Learning for Kids**

Established in late 2004, e-Learning for Kids is a global nonprofit foundation dedicated to fun and free learning on the Internet (or via CD-ROM or pre-installed

on computers) for children ages 5 – 12 with courses in math, science, reading, computers, life and health skills. A volunteer staff consists of education and e-Learning experts and business professionals from around the world committed to making a difference. e-Learning for Kids is supported by 30+ leading companies including Deloitte Touche Tohmatsu, IBM, Convergys, Harvard Business School Publishing, Aptara, SkillSoft and Saba among others. Partnerships with Non Governmental Organizations who support deployment of courseware around the world include Close the Gap, ToBe Worldwide, Viafrica, and Shiksha India. We are actively seeking funding, sponsors and courseware developers. Get involved! For more information, please visit [www.e-learningforkids.org](http://www.e-learningforkids.org) or email [info@e-learningforkids.org](mailto:info@e-learningforkids.org).

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