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CONTACTS:

Karen Anderson
ePals Foundation
(703) 400-4819
kanderson@corp.epals.com

Emily Embury
C. Blohm & Associates, Inc.
(608) 839-9804
emily@cblohm.com

ePals Foundation Announces 2010 In2Books Community Service Awards

Washington, DC (September 13, 2010) - The ePals Foundation today announced the 2010 recipients of its In2Books Community Service Award. This award recognizes 10 organizations that have demonstrated a strong commitment to the academic achievement and digital literacy of high needs students through the exemplary service of their employees or members as online eMentors in the Foundation's In2Books program.

Based on research establishing that grades 3-5 are critical years for building literacy skills needed for college and career success,* In2Books matches adult eMentors with students in Title 1 schools for a yearlong email dialogue about a series of up to five books. It leverages the power of the Internet and caring adults to provide our nation's most vulnerable students with a compelling educational program that develops critical thinking skills and builds digital literacy, and at the same time, exposes students to adult role models. Adult eMentors play an integral role by being an authentic audience, increasing students' motivation to read more closely and think more deeply about book content. See www.in2books.com.

The In2Books Community Service Award Winners for 2010 are:

Deloitte
Ernst & Young LLP
UnitedHealthcare
Applied Materials Foundation
Towers Watson

Alpha Kappa Alpha Sorority, Inc
Alpha Phi Omega National Service Fraternity
Golden Key International Honour Society
Pi Beta Phi Women's Fraternity
Sigma Sigma Sigma

“This year's In2Books Community Service Award winners represent a particularly diverse group of companies, consultancies and service organizations, demonstrating that the commitment to give back in a meaningful way through service in our communities is permeating every aspect of corporate and student life,” said Nina Zolt, In2Books founder and Chief Learning Officer of ePals, Inc.

“Pen pal e-Mentors in the In2Books program offer high need students something they may not otherwise get in school: an unconditional intellectual friend who gives them insight into the adult world and supports their academic growth,” said Dr. William Teale,

*Annie E. Casey Foundation: “2010 Kids Count Special Report: Why Reading by the End of the Third Grade Matters,” 2010.

Professor of Curriculum & Instruction at the University of Illinois at Chicago, and In2Books Academic Advisory Board Member.

Since 1998, the In2Books program has helped more than 22,000 high needs elementary school students in the U.S. become better readers, writers, and thinkers. During the 2010-2011 Academic Year, the ePals Foundation will be sponsoring approximately 230 In2Books classrooms with nearly 5,000 students from 21 states. Persons interested in becoming eMentors are encouraged to register at www.in2books.com.

About In2Books

In2Books, a free curriculum-based eMentoring program matches eMentors with high-need elementary students. It is currently in 230 Title I classrooms in 21 states. This learning experience provides our nation's most vulnerable students with an online literacy experience that develops critical skills, builds digital literacies, and exposes them to adult role models from different professions around the country. Its impact has been described in *The Reading Teacher* (2007, vol. 60, 728-739) and *Phi Delta Kappan* (2007, vol. 88, 498-502).

For more information about In2Books, visit: www.in2Books.com.

About ePals, Inc.

A privately-held education technology company, ePals, Inc., has created the world's largest K-12 learning network. ePals offers primary and secondary schools, teachers, students, and parents worldwide a safe and secure platform for building educational communities, providing quality digital content and facilitating collaboration for effective 21st century learning. ePals is used by more than 600,000 educators and reaches more than 25 million students and parents in 200 counties and territories. www.ePals.com.

For more information about ePals, visit www.corp.epals.com.

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