



FOR IMMEDIATE RELEASE:

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NAMIBIA WINS COUNTRYWIDE SPONSORSHIP 2020 OF SMART KIDZ CLUB'S DIGITAL READING & LEARNING TOOL FOR CHILDREN

Smart Kidz Club, a Delaware based US company is excited to announce **Namibia** as the country selected from the African Subcontinent to receive one year complimentary sponsorship, valued at USD 1 million, of the Smart Kidz Club digital reading app for the entire country. Smart Kidz Club will provide an app titled **Namibia Reads** that would be available for download in Namibia on Android and iOS platforms. All content in the app will be accessible free for one full year in Namibia.

The countrywide access is sponsored by the Foundation for Accessible Children's Education (FACE.org), a New York based non-profit with a mission to enable children in underprivileged areas around the world to receive access to quality education through digital solutions.

The significant factor in selection of Namibia was its high expenditure on education as a percentage of the GDP. Smart Kidz Club App aims to assist and supplement what kids are taught in school, help children from disadvantaged backgrounds to improve their English reading resulting in better outcomes in school and better chances of completing higher education, thus closing the digital divide. Namibia's various government entities such as the Office of the Governor, Ministry of Information Communication Technology, Ministry of Gender and Child Welfare, the Libraries, and the Ministry of Education as well as the major telecom service provider Telecom Namibia will be responsible for the marketing, information, and outreach efforts for the app.

About Smart Kidz Club

Smart Kidz Club is a US based digital publisher cum EdTech company with a mission of inspiring kids to read and learn. It utilizes the disruptive potential of mobile technology to make high quality reading content in English accessible via Android and iOS apps around the world. It was founded in 2013 with a research-based approach to reading and offers a carefully curated digital library that allows young children, between the ages of 2 to 11 years, easy access to narrated and illustrated ebooks -- in an environment free of ads, animation, videos and games. Smart Kidz Club develops original content, deemed by researchers as "just right," with a focus on nonfiction knowledge-based eBooks. It is the only platform containing human-based read-aloud technology with word highlighting and blends human narration and beautiful illustrations with interactive resources, activities and quizzes — ensuring children are learning and having fun. Smart Kidz Club's digital library is one of the fastest growing collections of educational content available via digital subscriptions with individual users from over 65 different countries around the world. Smart Kidz Club is an educational tool (not a toy) encouraging young children to discover the world and develop strong literacy skills. Visit us www.SmartKidzClub.com Follow us on [YouTube](#), [Facebook](#), [Twitter](#), and [Instagram](#).