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JUST LAUNCHED—SKCs DOUBLE DARE INITIATIVE FOR NONPROFITS & FOUNDATIONS

Smart Kidz Club Inc, a Delaware based US company is launching its **DOUBLE DARE** initiative calling nonprofits and foundations to collaborate and mitigate the learning loss in young children due to Covid19 extended school closures.

COVID19 school closures present a looming learning slump for young kids which is compounded for low-SES children who do not have access to computers and reliable internet connectivity. Smart Kidz Club's easy access mobile digital reading app for young children (2–11 years) is a great tool for parents and young children to continue reading and learning using their smartphones and devices without the need for expensive computers and the need to be always connected online.

In this **DOUBLE DARE** initiative, Smart Kidz Club will match the grant/sponsorship to double the number of children sponsored by the nonprofit/philanthropist/foundation. E.g. If an organization or individual sponsors 1000 kids with access to Read To Me App at a **value of \$48,000** (\$48 per child for the entire year), Smart Kidz Club will double the number of kids receiving access to the app in the same community.

Smart Kidz Club is calling nonprofits/philanthropists/foundations working with young children to participate in their **DOUBLE DARE** initiative and make this educational tool accessible to all kids in their communities, especially the ones who do not have resources to continue at-home learning and prevent this looming learning loss.

Smart Kidz Club's CEO, Surinder Sharma believes it is critical to keep children reading during these times and hopes that this initiative helps inspire all kids to continue to read and learn irrespective of their zip code.