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DELAWARE EDTECH COMPANY PARTNERS WITH NFL ALUMNI ASSOCIATION TO LAUNCH A NATIONAL READING APP FOR YOUNG CHILDREN ON JULY 4, 2021

“Education is the foundation of our children’s success, and every child should have access to building the literacy skills necessary to become the next generation of leaders,” said Senator Coons. “When we invest in our children, we invest in our future. I am optimistic that the ‘Read To Lead’ launch will help bridge learning gaps exacerbated by the pandemic, and make sure children have quick access to the resources they need.”

[Smart Kidz Club](#), a Delaware based US company is excited to announce a five year exclusive early education partnership with NFL Alumni Association for NFL ALUMNI’s Caring for Kids initiatives. As a part of this initiative NFL Alumni Association and Smart Kidz Club are jointly launching a reading and learning app for kids titled **‘Kids READ TO LEAD with NFL Alumni Association.’** The App will be launched on July 4th in time for summer reading and will enable parents and young children to get back on track for the 2021-22 school year. The Read To Lead App will be available to download on the Apple Appstore and Google PlayStore.

Smart Kidz Club CEO, Surinder Sharma, is beyond excited and honored to work with the NFL Alumni Association in launching this app. She says, *“This partnership is in perfect alignment of our missions—NFL Alumni Association’s Caring for Kids and Smart Kidz Club’s mission of inspiring kids to read and learn. I am thrilled for all the kids who will now be able to get this educational library into their hands to build a strong reading and learning foundation.”*

“The NFL Alumni Association has a long history of caring for children. This new partnership is tremendous and well-timed. We can act now before “COVID-Slide” and “summer slide” combine to set children back too far. The ‘Read To Lead’ app bridges the digital divide and puts a terrific library right in the pocket. Children and families across the United States will benefit from a perfect learning tool for our times.” —Anne Gemmell, Founder, Future Works Alliance, Philadelphia and Board of Advisors, Smart Kidz Club.

[NFL ALUMNI Association](#) will raise awareness about the importance of reading for all children under their newly launched Read To Lead campaign. The goal of this partnered project is to aid parents in bolstering their child’s education through the summer of 2021 and continue children’s literacy and reading proficiency as well as addressing any potential learning gaps caused by the Covid-19 pandemic in underprivileged communities. The NFL Alumni Association aims to promote this app through all its chapters and provide access to kids and families across the country. The NFL Alumni Association hopes to reach 500,000 kids by the end of 2022.