



FOR IMMEDIATE RELEASE:

April 19 2023

[Media Kit](#)

Contact: Surinder Sharma

[surinders\[at\]smartkidzclub.com](mailto:surinders[at]smartkidzclub.com)

## SMART KIDZ CLUB HIGHLIGHTED IN GOOGLE'S ANNUAL ECONOMIC IMPACT REPORT FOR DELAWARE

BEAR -- Today, **Smart Kidz Club** announced that it was highlighted in Google's thirteenth annual [Economic Impact Report](#) - a report that showcases how businesses, publishers, and nonprofits across the United States are using Google search and advertising tools to connect with the people and communities they serve. This year, small businesses generated \$7.53 billion in economic activity in Delaware. By using Google products businesses increased their online presence and were able to continue connecting with customers in 2022.

*"People and businesses across the US are using technology to build resilience and make their communities and economies stronger. We're proud that Google's products and platforms are a part of that, providing more than \$700 billion in economic activity for millions of American businesses, nonprofits, creators, and developers in 2022,"* said Sundar Pichai, CEO, of Google, and Alphabet. *"Google only succeeds when others do, and we'll continue to build the tools and technologies that help grow the economic pie, and create more opportunities for everyone,"* says Sundar Pichai.

After using Google's tools and services **Smart Kidz Club** saw significant results:

- 760,000+ downloads in 170+ countries
- 99.85 percent of crash-free users
- 4.5+ rating on Google Play

*"Google enables us to build technology and content rapidly. I am happy to share that my team has now advanced to NSF's "Discovery Round" of their VITAL prize challenge where I am collaborating with Dr. Roberta Golinkoff and Dr. Adrian Pasquarella, of the University of Delaware on building an innovative, first-of-its-kind mobile library toolkit to develop language, literacy, and content knowledge with Google forming the backbone of our operations,"* says Surinder Sharma, CEO.

Smart Kidz Club is one of many American businesses that used the internet and technology to connect with customers and their remote teams in 2022. [According to research](#) conducted by The Data Catalyst Institute (DCI), in partnership with the Connected Commerce Council from November 28th to December 12th, 2022, 90% of U.S.-based small business leaders noted that digital tools are helping them engage new customers, and 75% of SMB leaders agree that digital tools will continue to help their business navigate tough economic conditions in 2023.