



NEWS RELEASE/MEDIA OP

March 10, 2015

Contacts:

Marie Groark, 917-280-2692
marie.groark@getschooled.com

CHANCE THE RAPPER, LUDACRIS LAUNCH GET SCHOOLED, GET CONNECTED SPRING CHALLENGE IN CHICAGO TO HELP STUDENTS FINISH THE SCHOOL YEAR STRONG

Chicago Public Schools high students completed more than 50,000 college-preparatory actions during inaugural three-month challenge

CHICAGO (March 10, 2015) – Chance the Rapper and Ludacris joined non-profit Get Schooled, Comcast’s Internet Essentials, and city and school leaders at Alcott College Prep on Tuesday afternoon to kick off the Get Schooled, Get Connected Spring Challenge, designed to help thousands of Chicago Public Schools (CPS) students finish their school year strong and increase their preparation for college.

The spring challenge will provide access to free educational tools, resources and games – grouped into educational “quests” – to more than 112,000 CPS students. With students being encouraged to engage with the content (found at www.getschooledgetconnected.com) even when the school day ends. The quests reinforce messages about the importance of education and provide tips for succeeding in school and planning for college. The technology platform is designed to be motivating and engaging for teens, using a powerful combination of pop culture and gamification.

“Data from the Get Schooled, Get Connected Fall Challenge show the content not only holds students’ interest, but the platform also engages and educates them about college opportunities,” Alcott College Prep assistant principal Grace Moody said. “The challenge is a great tool for CPS students who want to go to college and for educators who want to help them advance.”

Students may become eligible for prizes depending on the number of quests they complete and points they earn. Individual prizes include special celebrity VIP meet-and-greets, \$1,000 Get Schooled scholarships, concert and sports tickets, laptops, athletic wear, gaming systems and much more. In addition, the schools with the most student points will receive support from Internet Essentials and the CPS-affiliated Children’s First Fund to enhance their classrooms and school technology.

“We know that schools are working hard to help students find the resources and supports they need to be successful in school,” said Marie Groark, executive director of Get Schooled. “Get Schooled

challenges introduce students to an engaging library of digital learning tools that both further students' educational goals and support schools' improvement efforts."

Get Schooled has managed more than 20 school-based challenges across the country over the past four years, connecting hundreds of thousands of youth in 2500 schools with best-in-class digital learning tools. Schools active in Get Schooled challenges show significant improvement in key indicators of educational success like attendance, FAFSA completion rates, and college application submissions. Participating in Get Schooled challenges requires schools make Internet access available to students.

"Having home Internet access can transform a young person's life, because it opens an entire world to special programs like the Get Schooled, Get Connected Challenge," said Chance the Rapper, a graduate of Jones College Prep and recipient of Chicago's 2014 Outstanding Youth of the Year award for his community service work. "One student and one family at a time, this program will help close the digital divide by engaging and educating students throughout Chicago."

Chance the Rapper was just one of the celebrities who helped motivate and celebrate student success during the hip fall challenge. Actress and singer-songwriter Christina Milian, singer-songwriter B.o.B, MTV's Sway Calloway, White Sox executive vice president Ken Williams, Chicago Bears safety Ryan Mundy and offensive lineman Jordan Mills, Chicago Fire forward Harry Shipp, former Chicago Bears offensive lineman James "Big Cat" Williams and former Chicago Bulls forward Sidney Green also personally engaged with thousands of students during the fall initiative.

"Students need Internet access to succeed in school, and families need it to succeed economically," said Ludacris, who has gone on to become a movie and rap sensation after attending Oak Park-River Forest High School. "I went to high school in this area, so I know first-hand how important it is for students and families to have Internet access at home."

About Get Schooled

Get Schooled is a non-profit organization that directly engages and motivates students to graduate from high school and succeed in college. Get Schooled is the premiere education brand for young people – linking students with high quality, cutting edge resources and tools they need to succeed. Get Schooled has developed a track record of success because it engages with young Americans using the media, technology and popular culture that is an integral part of their lives. Get Schooled's work is boosted by partners like Viacom, the Bill & Melinda Gates Foundation, Comcast, and Google. Get Schooled works in close partnership with schools, community based organizations, and college access organizations across the United States to motivate students to stay focused on graduating from high school and going on to college.

About Internet Essentials

Internet Essentials is the nation's largest and most comprehensive broadband adoption program. It provides low-cost broadband service as well as the option to purchase an Internet-ready computer. A

household is eligible to participate if it has at least one child eligible to participate in the National School Lunch Program (NSLP), is located where Comcast offers Internet service. For more information about Internet Essentials visit InternetEssentials.com for English and InternetBasico.com for Spanish.