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**FOR IMMEDIATE RELEASE**

### **United Way of the Coastal Bend Receives IBM Early Learning Technology to Inspire Young Students**

Corpus Christi, TX (November 8, 2010) – United Way of the Coastal Bend has received a grant from IBM of four Young Explorer™ learning centers, which are the centerpiece of IBM's [KidSmart Early Learning grant program](#). The Young Explorers are being donated to **Greenwood-Molina Children's Center, Neighborhood Centers of Corpus Christi, Mary McLeod Bethune Day Nursery and Wesley Community Center** for their preschool programs, targeting children between the ages of four and seven. The grant is part of a \$4 million nationwide initiative by IBM to provide 1,500 computers and teaching curricula to schools and nonprofit organizations that provide services to disadvantaged students.

"IBM is excited to partner with United Way of the Coastal Bend on our KidSmart Early Learning program, providing new opportunities for children to explore concepts in math, science and language. IBM is dedicated to bridging the digital divide and building the skills that young students need to succeed in their future education and their eventual careers," said Stanley Litow, Vice President, Corporate Citizenship & Corporate Affairs and President, IBM International Foundation.

IBM's KidSmart program includes the Young Explorer, a computer housed in brightly colored, child-friendly Little Tikes™ furniture and equipped with award-winning educational software to help children learn and explore concepts in math, science and language. The computer centers can also help children learn important socialization skills such as cooperation and sharing, which are essential to classroom success. In addition, teachers participating in the program become more confident about incorporating technology into their classrooms.

"One of United Way of the Coastal Bend's goals is to ensure children are exposed to strong learning opportunities from a young age", said Donna Hurley, Community Services Director at United Way of the Coastal Bend. "We're excited to be part of this initiative and deliver high-quality learning resources to all of the children participating in the program."

The KidSmart program also includes access to the KidSmart website [kidsmartearlylearning.org](http://kidsmartearlylearning.org). Available in eight languages, the site helps parents guide their children's use of technology and preschool teachers use technology more effectively in their classrooms.

IBM developed the KidSmart program in 1998 to help reduce the digital divide, especially in urban areas, where it was becoming apparent that children from less affluent backgrounds needed access to specialized technology tools and educational materials to better prepare them to enter school. IBM is focused on increasing the number of children entering into math, science and engineering, and believes that success in early childhood learning is a critical step. Since

the inception of KidSmart, IBM has donated more than 50,000 Young Explorer learning centers to schools and nonprofit organizations in 60 countries, serving more than 10 million students and 100,000 teachers.

***About United Way of the Coastal Bend***

United Way of the Coastal Bend is improving lives by mobilizing the caring power of community. Focusing on the basic building blocks for a good life: Education, Income and Health, United Way of the Coastal Bend provides funding to 44 programs in Bee, Jim Wells, Kleberg, Live Oak, Nueces and San Patricio Counties. For more information on how you can join the United Way and its partners to build a stronger community, please visit [www.uwcb.org](http://www.uwcb.org) or call (361)882-2529

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