



NEWS RELEASE

April 4, 2013

Contacts: Ruth Garcia-Corrales, 213-639-2096, ruthg@icuracao.com;
Oralia Michel, 626-705-1942, Oralia@ommpr.com

“Learn to Read-Read to Learn” Tutoring Program Offers Path to Success

Second Graders Get a Free Boost

Los Angeles, CA -- April 4, 2013 -- Determined to help children learn the most essential skill for success, reading proficiency, a public-private partnership spearheaded by Woodcraft Rangers and Curacao Children’s Foundation, today launched a free tutoring program to combat the alarming rate of functionally illiterate high school graduates. The “Learn to Read-Read to Learn” program will engage disadvantaged students to give them confidence and self-esteem to excel in reading.

The “Learn to Read-Read to Learn” partnership is targeting second graders, the age by when it is key to establish a foundation for learning. The partnership is striving to teach children at this early age “how to fish” in order to foster healthier communities for the future. The partnership’s vision is to provide families with a way to transition out of poverty through education, enabling their children to be prepared for higher education and gainful employment in their adult lives.

The first tutoring session will be held at Curacao retail department store in Huntington Park. The already equipped Kids Area is furnished with small tables, chairs, and computers. Students will come from Pacific Boulevard Elementary in Huntington Park, due to its close proximity to Curacao’s retail location. Participating children are referred by their teachers based on the child’s need for additional academic assistance.

The tutoring program includes six sessions, Monday - Thursday, 2:30 to 5 pm. Parents



choose either: Mondays and Wednesdays, or Tuesdays and Thursdays. Sessions are 90 minutes with one 15-minute break. During the break, students receive a snack and a recreational, motivational talk or activity. There is one tutor for three children, a ratio of (1:3), for 15 students per day. This will provide five groups of children with three hours of individualized tutoring per week, for six weeks - a total of 18 hours. Upon completion a child will be able to repeat, one additional six-week session. For more information contact: Elsa Baruch, Curacao Community Relations Manager, 213-427-7438, elsab@icuracao.com.

###

WOODCRAFT RANGERS

Woodcraft Rangers is recognized as one of the pioneers and most successful providers of afterschool services in the Greater Los Angeles area, since 1922. Their academically enhanced recreation and enrichment programs serve at-risk students at 60 public elementary, middle and high schools and community centers in low-income neighborhoods. In 2012, more than 15,000 boys and girls ages, 6-18, benefited from their programs. For more information visit: <http://www.woodcrafrangers.org/>.

CURACAO CHILDREN'S FOUNDATION

The Curacao Children's Foundation is a private charitable organization dedicated to helping build stronger and healthier communities. It was founded in 2002 by Curacao retail department store owners, Jerry Azarkman and Ron Azarkman, as a way to give back to the communities surrounding their retail locations. The primary mission of the Foundation is to provide resources and support for disadvantaged children and their families. For more information visit: http://www.icuracao.net/communityFoundation/foundation_EN.html