



**\* \* \* MEDIA ALERT \* \* \***

**MAYOR ERIC GARCETTI AND LA's BEST, IN A PERFECT WORLD FOUNDATION & YOوبي TEAM UP TO CELEBRATE SUMMER LEARNING WITH A SCHOOL SUPPLY DONATION AND DAY OF SERVICE**

**WHAT:** As announced in the State of the City address, Mayor Eric Garcetti has expanded the LA's BEST Summer Learning Program to serve more than 1,000 additional students in 2017. To celebrate the importance of summer learning, In A Perfect World Foundation and its five-year-old Junior Ambassador is leading the charge to fund a school supply donation. Students will participate in day of enrichment activities organized by In A Perfect World and will also receive Yoobi school supplies in their new backpacks.

**WHO:** Los Angeles Mayor Eric Garcetti  
Assemblymember Miguel Santiago  
In A Perfect World Founder, Manuela Testolini  
LA's BEST President and CEO, Eric Gurna  
Los Angeles Unified School District, Beyond the Bell, Timothy Bower  
Yoobi Chief Giving Officer, Justin Wolff  
Students at Esperanza Elementary School  
Grammy nominee, singer/songwriter Eric Benet  
Grey's Anatomy actress, Asia Monet Ray  
In A Perfect World five-year-old Junior Ambassador + fundraiser, Lucia Bella

**WHERE:** Esperanza Elementary School | 680 Little St, Los Angeles, CA 90017

**WHEN:** Friday, July 14, 2017  
11:00 a.m. - 2:00 p.m.  
Media call time: 10:30 a.m.  
Mayor arrives: 11:00 a.m.

**MORE ABOUT THE EVENT:**

On July 14, Mayor Eric Garcetti and LA's BEST, In A Perfect World Foundation and Yoobi will team up for a morning of fun activities and giving back to celebrate the importance of summer learning and Mayor Garcetti's expansion of the LA's BEST Summer Learning Program.

Students enrolled in the LA's BEST Summer Learning Program at Esperanza Elementary School will be the beneficiaries of a special hands-on summer learning experience thanks to [In](#)

[A Perfect World Foundation](#), a Los Angeles-based nonprofit that empowers young people by improving access to education, providing mentoring, and creating service learning opportunities for under-resourced children and teens in inner cities.

In A Perfect World worked closely with the leadership of LA's BEST to coordinate this day of giving that will provide students backpacks full of Yoobi school supplies and help to prepare them for school this fall. During the event, 150 students will also enjoy enrichment activities including arts, crafts, and hands-on educational projects lead by In A Perfect World's Youth Advisory team.

The event came to fruition when In A Perfect World's Junior Youth Ambassador, 5-year-old Lucia Bella, hosted an online backpack drive to raise funding for two hundred additional backpacks to be purchased from Yoobi for the cause. As a result of her efforts, each student will now be able to pay-it-forward at the event, stuffing a backpack for themselves and a second backpack for another student enrolled in LA's BEST.

This day of service and summer learning will provide triple impact thanks to Yoobi - give-back school supply company. For every backpack sponsored by In A Perfect World, Yoobi has committed to donating a school supply item for every item in the backpack bundle to a U.S. classroom in need.

The LA's BEST Summer Learning Program keeps kids engaged and active while school is out, helping to prevent summer learning loss and the negative health outcomes that disproportionately affect children from low income families. In 2016, the LA's BEST Summer Learning Program served just under 6,000 students. In 2017, additional funding from the City of Los Angeles has allowed the LA's BEST Summer Learning Program to serve 7,000 students - an increase of more than 1,000 additional students.

**Follow along on social media:**

**Mayor Eric Garcetti**

Instagram: [@mayorfla](#)  
Facebook: [@MayorofLA](#)  
Twitter: [@MayorOfLA](#)

**In A Perfect World**

Instagram: [@perfectworldfdn](#)  
Facebook: [@InAPerfectWorldFdn](#)  
Twitter: [@PerfectWorldFdn](#)

**LA's BEST**

Instagram: [@lasbestafterschool](#)  
Facebook: [@LASBEST](#)  
Twitter: [@LASBEST](#)

**Yoobi**

Instagram: [@yoobi](#)  
Facebook: [@yoobi](#)  
Twitter: [@yoobigives](#)

**About In A Perfect World:**

For more than a decade, In a Perfect World (IAPW) has transformed the lives of children, and as a result families, around the world. The organization's innovative, passion-filled, important work is rooted in its efforts to shape and cultivate youth empowerment both in the U.S. and globally. Through an impact-driven, solutions-oriented approach, In A Perfect World focuses on improving education, providing mentoring, and offering service learning to at-risk children and teens. The nonprofit's approach to solving problems and fighting for individuals that deserve more than the hand they were dealt is best illustrated through its programs and initiatives, including building more than 25 schools around the world to help more than 5,000 students; mentoring young people in places like Los Angeles and Washington, DC to teach them how to become philanthropists; supporting mentoring programs that bring the healing powers of artistic expression to the homeless and runaway youth in the U.S.; providing grants to under-resourced school classrooms; and more. Learn more at [www.iapw.org](http://www.iapw.org).

**About LA's BEST After School Enrichment Program:**

LA's BEST provides an after school enrichment program to 25,000 elementary school students in 193 schools and a Summer Learning Program to 7,000 students in 85 schools. LA's BEST schools are located in the most economically distressed neighborhoods throughout the City of Los Angeles. Students are given the tools to excel in school, discover new talents and create a brighter future. For more information, visit [www.lasbest.org](http://www.lasbest.org).

**About Yoobi:**

Founded in 2014, Yoobi is an innovative school, home and office supplies company that operates on a "One for you, One for me" model – for every item purchased, Yoobi donates an item to a classroom in need right here in the U.S. Yoobi's non-profit partner, Kids In Need Foundation (KINF) defines "need" as elementary school classrooms in schools where 70 percent or more of its students qualify for free or reduced cost lunch through the National School Lunch Program. Yoobi supplies are packaged into Classroom Packs consisting of core-learning tools including pencils, glue sticks, erasers, rulers, folders, crayons, colored pencils (and more!) for up to 30 kids. Classroom Packs are distributed via KINF's 38 resource centers across the country. For more information, visit [www.yoobi.com](http://www.yoobi.com).