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## NEWS FOR IMMEDIATE RELEASE

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### **Kidido! Kicks Off 2016 Annual Campaign** Celebrates 35 years of funding the arts and more in public schools

**Mill Valley, May 2, 2016** – On May 6, Kiddo!, the Mill Valley Schools Community Foundation, launches its 2016 Annual Giving Campaign to raise funds for programs and teachers in Mill Valley’s public elementary and middle schools for the 2016-17 school year. Kiddo! funds the arts, elementary physical education, classroom and library aides, technology and innovative teaching grants from transitional Kindergarten through 8th grade in the Mill Valley School District. To preserve programs and staff for over 3,200 students in the upcoming school year, Kiddo!’s total fundraising goal is just over \$3 million.

“The Mill Valley School District believes in educating the whole child. This approach emphasizes academic program studies, social emotional development, physical education, and the arts. To achieve this balance, we rely on our excellent teaching staff, strong community support, and a well-rounded arts education made possible by Kiddo!,” said District Superintendent Paul Johnson. “The funds we receive from Kiddo! make the difference between a good public education and an exceptional one.”

#### **Donation Day Drawing**

Kiddo! is encouraging supporters to contribute each May so that the District can pay teachers who start in August. According to Bill Lampl, Kiddo!’s Executive Director, “If we receive a majority of our contributions at the beginning of the Campaign, we save valuable volunteer time, reduce fundraising costs, and improve district planning for the next school year.” To encourage early contributions, Kiddo! is holding a Donation Day drawing. Those that donate to the Kiddo! 2016 Campaign now through midnight on May 15th will be entered to win sports and event tickets, dining and shopping certificates, and other great prizes.

Donations to Kiddo! can be made online at [www.kidido.org](http://www.kidido.org) or mailed to Kiddo! at 409 Sycamore, Mill Valley.

For additional information, or to contribute to the Annual Giving Campaign, please contact the Kiddo! office at (415) 389-7789 or visit the Kiddo! website at [www.kidido.org](http://www.kidido.org).