

## **Books for Every New York City High School Kaplan, Inc. Donates Over 18,000 Books To Help NYC Youth Get Into College**

**New York (August 17, 2000)** – In response to the urgent need for new books and learning materials in New York City classrooms, Kaplan, Inc., a leading provider of educational and career services, donated over 18,000 books to the New York City school system - placing a set of books in every New York City high school. Kaplan distributed its college admissions titles through PENCIL's Books Matter program to help guidance counselors and New York City high school students tackle the college admissions process.

"Through our relationships with New York City schools and administrators, we see the desperate need for one of the most fundamental educational tools - books," said Marc Bernstein, President of Kaplan's Learning Services division. "Many New York City students have the intelligence, the willpower and the potential to go to college but lack the resources. Kaplan's mission is to bring these crucial educational resources to as many students as possible."

As a college education becomes a perceived "right" for American students, the need for increased access to educational services becomes obvious. Fierce competition for admission and steep tuition costs often intimidate students who might not have access to sufficient college admissions guidance and resources. With the average student-to-guidance counselor ratio rising dramatically, counselors often do not have the manpower to give students adequate personal attention. Kaplan's book donation allows students to take the first step in making the admissions process easier, using Kaplan's books to learn about college programs, financial aid options, summer opportunities and SAT preparation.

"Organizations like PENCIL invigorate our drive to help individuals reach their educational goals," added Mr. Bernstein. "We are thrilled to join Chancellor Levy and PENCIL in placing valuable educational resources in the New York City school system."

Kaplan also donated its Making the Grade books to help elementary school children in New York build academic skills. For years, Kaplan's community outreach division has been providing free or discounted SAT prep and college admissions services to disadvantaged students. Such initiatives include: the Kaplan Good Sports Scholars Program which helps motivated lower-income high school athletes qualify for NCAA scholarships; the Kaplan/PUENTE SAT Initiative in East Los Angeles, which provides inner city youth and their parents with SAT prep, college admissions workshops and guided tours of local college campuses; and the A. Phillip Randolph High School Mentoring Program.

This year, PENCIL ran a targeted donation campaign to benefit the city's neediest schools. In addition to Kaplan, Scholastic provided elementary and middle school classroom libraries, Random House supplied classic literature, and Watson-Guption supplied art books. PENCIL began Books Matter in 1996 as a response to the urgent need for new books in New York City's public school classrooms and libraries. PENCIL-- Public Education Needs Civic Involvement in Learning-- was founded in 1995 to coordinate and galvanize meaningful corporate and community involvement in New York City public schools.

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