



pressrelease

November 30, 2015

idoodlelearning Announces Launch of Non-Profit Division

New Entity Granted 501c3 Status

Norfolk, Virginia – November 30, 2015 – idoodlelearning inc., a global education company that prepares students to become 21st century learners, workers, and citizens by bridging the gap between traditional and digital learning, announced that its new division, idoodledu inc, has officially been granted 501(c)(3) status from the IRS. This new division will function as a nonprofit entity, and is now registered with the U.S. Department of the Treasury. Contributions to support the organization's mission will be 100% tax deductible.

"The launch of a non-profit division is a natural progression for idoodlelearning inc." said Amber Agee-DeHart, President of idoodledu inc. "Our new company is now eligible to apply for government and foundation grants, which will further broaden our access to resources and strengthen our ability to serve the education market. We want to extend our reach for programs like Cubes in Space, which provide robust inquiry and project-based learning experiences for students to gain 21st century and workforce skills."

A STE[A]M-based education program, Cubes in Space provides an opportunity at no cost to students to design and compete to launch an experiment into space. Utilizing formal or informal learning environments, students and educators are exposed to engaging content and activities in preparation for the design and development of an experimental payload to be integrated into small cubes (Cubes). In its third year, the competition has grown to include thousands of participants from 22 countries around the world. While still continuing to launch via sounding rocket from NASA's Wallops Flight Facility on Wallops Island,

Virginia, idoodlelearning has signed a new partner, Ideatech from Colombia, to facilitate a second flight for 2016 of a high altitude balloon. For more information about Cubes in Space please visit www.cubesinspace.com

idoodlelearning has a range STE[A]M-based education products and programs from the global design competition, Cubes in Space, to creativity software, manipulatives, curriculum and professional development institutes for educators.

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About idoodlelearning inc

idoodlelearning inc. is a global education company that prepares students to become 21st century learners, workers, and citizens by bridging the gap between traditional and digital learning. The company is based in Ottawa, Canada, London, England and Virginia Beach, USA and has a portfolio of educational solutions which are installed in over 8,000 schools representing 4,000,000 students in more than 30 countries.

For more information please go to www.idoodlelearning.com