

UpToUs Delivers First Checks to Local Education Foundations

Mountain View, Calif. – January 16, 2014 - If you ever “clicked” an advertisement via UpToUs (www.uptous.com/directory), an online service connecting schools, families and local businesses, you have actually helped to fund local educational foundations. In the fall of 2013, three local education foundations – Mountain View Educational Foundation, Los Altos Educational Foundation and MVLA High School Foundation – entered into a fundraising partnership with UpToUs. With this new partnership, UpToUs has donated half of all advertising revenue it received from Mountain View and Los Altos businesses directly to the local school foundations.

The Mountain View and Los Altos education foundations recently received the first check for \$5,000 from UpToUs.

“We are pleased to be partnering with UpToUs on a win-win-win relationship,” said Mike Maciag, board president of the MVLA High School Foundation. “Our local merchants get visibility, our community gets the opportunity to save money, and our public schools benefit financially.”

With this new business model and fundraising partnership, businesses are able to support local schools and promote their products and services to their local community. At the same time, families can find local businesses as well as special offers tailored to

their needs from merchants in their hometown.

Malika Parker of Gitane Style in Los Altos said, “We always donate to schools and UpToUs keep generating leads for my stores.”

Sham Essadki of Morocco’s Restaurant in downtown Mountain View added, “UpToUs allows us to give back and support the local community. With UpToUs, doing good is good business.”

Amici's East Coast Pizzeria has been an active supporter of youth and community groups for more than 25 years and is “excited to be a part of this innovative program.” School fundraising is typically focused on raising money from parents through direct solicitation or product sales.

“UpToUs raises money for schools directly from businesses, the same businesses who cater to local customers”, said UpToUs CEO Yuval Spector.

About Mountain View Educational Foundation, Los Altos Educational Foundation and the MVLA High School Foundation

Mountain View Educational Foundation, Los Altos Educational Foundation and the MVLA High School Foundation are volunteer-based, non-profit organizations with the mission of raising money for local schools in Mountain View and Los Altos. The money

supports academic enrichment programs no longer funded by the state and helps schools provide well-rounded and high-quality education. The three foundations serve more than 10,000 students in Mountain View and Los Altos.

About UpToUs

UpToUs is a leader in local advertising (www.uptous.com/directory) and school communication (www.uptous.com) and fundraising. UpToUs brings together families, schools and local businesses by providing a myriad of engaging free online solutions. Schools and families use UpToUs to communicate, raise funds, and purchase goods and services. The company serves tens of thousands of Bay Area users, who share millions of emails, photos and volunteering opportunities. Local businesses use UpToUs to effectively promote their businesses to their local target audience, while giving back to the community.

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