

For immediate release

e-Learning for Kids Announces New Advisory Board Member

Dirk Tussing from the Learning Executive Exchange Joins the Team

December 2, 2008 (Ardmore, PA, USA) – E-Learning for Kids (EFK, www.e-learningforkids.org), a global nonprofit foundation dedicated to providing free online learning for children 5-12, today announced the addition of Dirk Tussing, the Executive Director of the Learning Executive Exchange in Chicago, to its Advisory Board.

As the Executive Director of the Learning Executive Exchange, a consortium of senior Chicago earning leaders, Dirk is committed to promoting greater visibility, influence and professional opportunities among its members and promoting local Thought Leaders by creating a highly visible knowledge sharing environment to increase awareness of progressive learning solutions, share best practices, and facilitate greater collaboration among members. Formerly of Arthur Anderson, Dirk is also a Board member of the Winnetka-Northfield Rotary Club and an advisor on the Strategic Planning Committee at Northwestern Illinois University.

Mr. Tussing has been involved with e-Learning for Kids for more than a year now and has supported the organization in numerous ways. These include championing the foundation with the Rotary Clubs from around the world, implementing the EFK courses in Vietnam at the Khai Tri Orphanage, building a social networking site for the foundation (<http://elearningforkids.ning.com/>) where one can join a group, view photos from schools around the world using the EFK courseware, download a poster about EFK in over ten languages, teleport to an Orientation Center for the foundation in SecondLife, read a blog, or informally learn more. Most recently at the Chicagoland Learning Leaders conference in November, Dirk raised more than US \$ 10,000 for the foundation by focusing on e-Learning for Kids as the Social Corporate Responsibility project at the event. In his Advisory Board role, Mr. Tussing will champion the e-Learning for Kids foundation among members of his Executive Learning Exchange network and in other US organizations, in schools of the Midwest and will also be the liaison for e-Learning for Kids with the International Rotary Clubs. Additionally, he will advise the foundation's leadership team on topics such as: Fundraising, Outreach and Courseware Development.

After personally experiencing some of the best education worldwide in Winnetka Illinois (Winnetka's schools were modeled after an educational philosophy in an experiment called the Winnetka Plan which later influenced curriculums across the United States), the town's schools today continue to reflect his educational philosophy. "Seeing how corporate learning has been using technology to provide equal access to global workforces, I have a keen interest to use *Wikinomics* strategies by helping others give back and to improve access to education on a massive scale" said Mr. Tussing regarding this opportunity.

Nick van Dam, Ph.D., founder and chairman of e-Learning for Kids and Chief Learning Officer for Deloitte Touche Tohmatsu, was very pleased about having Mr. Tussing join

the board of the foundation which includes other learning leaders such as Elliott Masie, Allison Rossett and David Holcombe. "Dirk has been a great advocate for e-Learning for Kids, both in the US and internationally. He has a strong passion for promoting the foundation at schools and after school/day care organizations as well as in the corporate environment and therefore, I am delighted that he has joined our Advisory Board" said Mr. van Dam.

About e-Learning for Kids

Established in late 2004, e-Learning for Kids is a global nonprofit foundation dedicated to fun and free learning on the Internet (or via CD-ROM or pre-installed on computers) for children ages 5 – 12 with courses in math, science, reading, computers, life and health skills. A volunteer staff consists of education and e-Learning experts and business professionals from around the world committed to making a difference. e-Learning for Kids is supported by 30+ leading companies including Deloitte Touche Tohmatsu, IBM, Convergys, Harvard Business School Publishing, Aptara, SkillSoft and Saba among others. Partnerships with Non Governmental Organizations who support deployment of courseware around the world include Close the Gap, ToBe Worldwide, Viafrica, an Shiksha India. We are actively seeking funding, sponsors and courseware developers. Get involved! For more information, please visit <http://www.e-learningforkids.org>.

About the Learning Executive Exchange

In addition to an annual conference, the Learning Executive Exchange sponsors a series of live and virtual events throughout the year designed to provide more in-depth understanding of a variety of focused concentrations including Learning Innovation, Leadership Development, Learning Technology and Return-on-Learning. Its objectives are to increase awareness of progressive learning solutions, share best practices, and facilitate greater collaboration among members by identifying areas of mutual interest. Founding member companies include Abbott, AON, BlueCross-BlueShield of IL, Deloitte, McDonald's, and Walgreens. More at <http://www.learningexecutive.com>.

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