



For Immediate Release
Contact: Lisa Schmidt
(734) 426-1588

iTutorToday.com Debuts Super-Cool-School™ Fundraising Program to Benefit Area Public Schools

(Clinton Township, MI—August 19, 2011) – America’s premier interactive online tutoring and one-on-one skills coaching program, iTutorToday.com, is partnering with Detroit Metro Area public schools to help them raise funds via their Parent Teacher Associations (PTAs) and Parent Teacher Organizations (PTOs), and through sponsorship of special events. Lisa Schmidt, iTutorToday.com’s Director of Development explains, “Now more than ever, our public schools and those throughout the country are trying to continually improve education for ever-growing student populations amidst the challenge of ever-diminishing government funding. Through our Super-Cool-School™ Fundraising Program, we have a special opportunity to help students, parents, teachers and administrators keep important, and otherwise at-risk programs and projects going through strategic fundraising alliances with these schools. It is our obligation and our great pride to do so.”

There are over 5 million parents active in PTAs/PTOs in the United States. These individuals are actively involved in their children’s education. They raise funds to supplement and augment educational programs, work to reduce absenteeism, allocate time and resources to improving the teaching experience and retention, help young people learn and practice social tolerance, prevent delinquency, advocate for improved access to healthcare, and generally improve the lives of learning communities. iTutorToday.com’s Super-Cool-School™ Fundraising Program debuts in the Detroit area and will ultimately be available to PTOs/PTAs across the nation.

iTutorToday.com gives kindergarten through twelfth-grade (K-12) students internet-based learning solutions and academic skills coaching through its innovative anywhere, anytime tutoring system. Founded by Mr. Howard Weaver—who spent the better part of the 20th century and all of the 21st century to date educating Michigan’s young people—iTutorToday.com enables students to access remedial and advancement tutoring on line, all the time for less than .002 percent of the average American’s household income. “As a career educator,” Weaver explains, “I’ve been responsive to the different ways students learn and the ever-changing tools they use. There has never been a better time to offer students the most effective online tutoring system; iTutorToday.com makes academic achievement attainable for all students regardless of their family budgets and hectic schedule, and it is rooted in how people learn today: online.”

Weaver sees iTutorToday as a valuable partner of the country’s education system. iTutorToday.com doesn’t replace anything K-12 schools teach, it helps students learn to learn and to love learning while

giving value-added to tightly-budgeted school curriculum. In a time when most school administrators agree that online learning helps them deliver quality education despite cutbacks, iTutorToday.com is proud to help on that front as well as the fundraising front by donating to schools with students in the iTutorToday.com program, and offering up a number of other fundraising solutions.

iTutorToday.com's Super-Cool-School™ Fundraising Program donates \$10 per student, per month, each month they maintain their online tutoring and personalized coaching subscription. There are approximately 45 million K-12 students in 90,000 schools in America; that's an average of 500 students per school. That means that if half of an average student body accesses iTutorToday.com for advancements and/or remedial tutoring throughout the school year, a school can raise \$22,500-plus annually with very little effort as the program is self-perpetuation and very easy to launch and manage. iTutorToday.com supplies member schools with all the resources and tips needed to maximize each Super-Cool-School™ Fundraising Program.

For more information about iTutorToday.com and how you can help advance your child academically, and to bring iTutorToday.com fundraising to your favorite school, go to iTutorToday.com or call us at (734) 426-1588.

- end -