

X4.007 – Gateway Park Early Learning Center: Finalizing Partnerships & Reflecting on Impact

Dates: January 13–19, 2025 (Monday to Sunday)

Objective: Celebrate the completion of our engagement phase by highlighting early partnership successes, gathering feedback, and presenting future collaboration options. This session aims to solidify Gateway Park's role as an innovative leader in early childhood education in Tippecanoe County, setting a replicable example for other counties.

Event Outline and Detailed Agenda:

1. Opening Remarks and Introduction (10 mins)

- **Objective:** Create a warm, welcoming environment to ease participants into the event, setting a positive and collaborative tone.
- **Script (Speaker: Matrix Kids Representative):**
"Good evening, everyone! It's wonderful to see so many familiar faces joining us today to celebrate the beginning of what we hope is a long and meaningful partnership. Together, we've embarked on a journey that's not only enriching early learning in Tippecanoe County but also setting a model that others can follow."
- **Icebreaker Activity:**
 - A quick "favorite childhood book" sharing session to engage participants and remind them of the joy of early reading.

2. Presentation of Early Impact Metrics (20 mins)

- **Objective:** Showcase measurable successes, demonstrating that the Matrix Kids Cards have had a meaningful impact on Gateway Park's children and families.
- **Detailed Metrics (Visual Presentation):**
 - **Engagement Increase:** 40% rise in children's participation in group activities.
 - **Literacy Development:** 60% of educators reported improved language skills and curiosity in reading among children.
 - **Parental Feedback:** 85% of parents noted increased interest in learning at home.
- **Script for Presentation (Speaker: Matrix Kids Project Analyst):**
"Our initial results are promising. We're seeing higher levels of engagement, improved literacy skills, and stronger bonds between children and their learning environments. These metrics represent the beginning of a transformative journey."

3. Breakout Sessions for Feedback and Reflection (15 mins)

- **Objective:** Provide a structured forum for parents, teachers, and community members to share their thoughts.
- **Breakout Room Prompts for Discussion:**
 - **Parents' Room:** "What changes have you noticed in your child since using Matrix Kids Cards?"
 - **Educators' Room:** "What resources or support do you think would

deepen the impact of these tools?"

- **Script for Moderators:**
"We value your insights. Your feedback will shape the future of this partnership, helping us understand what's working well and where we can improve."
- 4. **Panel Discussion: Exploring Long-Term Cooperation Options (25 mins)**
 - **Objective:** Offer structured, detailed options for collaboration, emphasizing flexibility and mutual benefit.
 - **Detailed Options and Scripts:**
 - **Zero-Down Partnership Extension:**
Script: "For institutions that are just beginning, we offer an extended zero-cost trial to allow time to gauge long-term impact. Gateway Park can explore the full depth of our resources for an additional three months with no financial commitment."
 - **Revenue Share Model:**
Script: "This option allows for shared revenue on any events or activities co-hosted with Matrix Kids Cards, creating a sustainable, low-risk model where growth is mutual."
 - **Subscription Model (Annual Plan):**
Script: "This model provides you with continuous access to our educational resources, custom content updates, and exclusive training workshops for staff."
 - **Sponsorship-Enhanced Partnership:**
Script: "If we secure a local sponsor or grant, Matrix Kids Cards will match up to 50% of funding, creating a partnership supported by the community itself."
- 5. **Closing Remarks and Next Steps (10 mins)**
 - **Objective:** Wrap up with a clear call to action, outlining immediate follow-up steps and expressing gratitude.
 - **Script for Matrix Kids Representative:**
"Thank you all for your engagement and valuable input today. We're thrilled by the potential of this partnership and look forward to shaping the future of early learning together. We'll send a detailed summary of today's event, including partnership options, within the next week. Please reach out if you have further questions or ideas!"

Post-Event Follow-Up and Action Items

1. **Detailed Follow-Up Email (to all participants):**
 - **Content Highlights:**
 - Summary of key points discussed
 - Initial feedback highlights
 - Next steps, including how to formally opt into one of the partnership options
 - **Personalized Thank You:**

- "Thank you for sharing your time, thoughts, and ideas with us. We're inspired by the dedication you bring to early education and look forward to creating a brighter future together."
- 2. **Memorandum of Understanding (MOU) and Partnership Agreement Drafts**
 - **MOU Outline:**
 - **Term:** 1-year renewable based on initial success metrics and satisfaction
 - **Financial Model:** Zero-down, revenue share, or subscription (as chosen)
 - **Impact Metrics:** Specific goals for child engagement, literacy improvement, and parental satisfaction
 - **Confidentiality Clause:** Ensures that all data and content shared between Matrix Kids Cards and Gateway Park remains protected.
 - **Evaluation and Renewal Terms:** Every quarter, both parties will review the partnership's impact, allowing flexibility for adjustments.
- 3. **Press Release Template for Gateway Park**
 - **Headline:** "Gateway Park Early Learning Center Partners with Matrix Kids Cards to Transform Early Education in Tippecanoe County"
 - **Subheadline:** "A groundbreaking initiative to bring innovative, community-focused educational resources to local children and families."
 - **Key Points:**
 - Impact metrics showing early success
 - Testimonials from parents and educators
 - Future aspirations for the partnership
 - **Call to Action:** Inviting other local institutions to learn more and potentially join the program.

Optional Activities and Ideas for Expanded Community Engagement

1. Monthly Progress Report (Virtual)

- **Objective:** To keep parents and community members updated on children's progress with Matrix Kids Cards and build a transparent communication channel.
- **Format:** A virtual report (either emailed or posted on Gateway Park's website) summarizing monthly highlights, key milestones, and any notable changes in children's engagement or learning outcomes.
- **Example Script for Virtual Report Announcement:**
 "Each month, we'll be sharing a virtual progress report highlighting how our partnership with Matrix Kids Cards is enriching the learning experience here at Gateway Park. These reports will offer insights into our progress, what children are learning, and even a few stories from classrooms that showcase the creative ways your kids are engaging with the cards. We're excited to keep you in the loop and celebrate each milestone together!"

2. Parent-Child "Learning Together" Sessions (Remote or In-Person)

- **Objective:** To foster family involvement in the educational process, bridging the gap between school learning and at-home activities.

- **Frequency:** Bi-monthly (every two months)
- **Format:** Interactive Zoom or in-person sessions where children and parents explore Matrix Kids Cards together, guided by educators.
- **Examples of Activities:**
 - **Story Card Creation:** Families create a short story together using the Matrix Kids Cards, reinforcing narrative skills and creativity.
 - **Educational Games:** Simple games focused on vocabulary building, colors, and counting that parents can continue at home.
- **Opening Script for First Session:**

“Welcome, families! We’re so thrilled to see you here, joining us for our very first ‘Learning Together’ session. Tonight, we’ll be diving into some of the same activities your children experience at Gateway Park, giving you a firsthand look at how Matrix Kids Cards make learning both fun and impactful. We encourage you to enjoy, get creative, and feel free to ask questions throughout. Let’s begin by creating a story together!”

3. Annual Community Feedback Event

- **Objective:** To celebrate the partnership’s yearly accomplishments, gather constructive feedback, and involve the community in future planning.
- **Format:** An annual virtual or in-person event featuring a presentation of the year’s impact, testimonials, and a live feedback session.
- **Key Sections of the Event:**
 - **Impact Presentation:** Review of key milestones achieved.
 - **Parent and Educator Testimonials:** Sharing personal stories from parents, educators, and perhaps even children.
 - **Live Feedback Session:** An open discussion where participants can share suggestions, hopes, and any constructive feedback for the program’s future.
- **Opening Script for the Annual Event:**

“Good evening, everyone! Tonight, we gather to reflect on an incredible year of growth, collaboration, and new discoveries. Our partnership with Gateway Park and your active involvement have made this journey one of true impact. From seeing the children’s eyes light up when they engage with the cards, to hearing the wonderful stories you share about how they’re bringing these lessons home—we couldn’t be more grateful. We’ll start tonight with a look back at the achievements of the past year, and then we’ll invite you to share your thoughts. Your voices are essential to shaping the future of this program!”

4. Incorporating a “Points for Participation” Rewards Program

- **Objective:** To encourage families to engage with Matrix Kids events and activities while building excitement around participation.
- **Format:** Families earn points for attending sessions, providing feedback, or completing specific activities. Points are redeemable for educational materials, books, or exclusive event access.
- **Points Earning Opportunities:**
 - **5 points** for each “Learning Together” session attended.
 - **10 points** for providing detailed feedback on their child’s progress.

- **20 points** for participating in special events like the Annual Community Feedback Event.
- **Example Script for Introducing the Points Program:**

“We’re excited to announce our new ‘Points for Participation’ program, designed to reward your family for actively engaging in our educational journey. For every Matrix Kids event you attend, or each piece of feedback you provide, you’ll earn points that can be redeemed for books, learning materials, or even special event access. It’s our way of saying thank you for being such an important part of this community and encouraging even more family learning moments!”

Sample Follow-Up Activities Introduction Script

In this section, we’ll simulate a follow-up introduction, summarizing the upcoming optional activities and framing them as a coherent, progressive engagement strategy.

Opening Script for Follow-Up Activities Announcement:

“Hello everyone, and thank you for being part of today’s celebration! As we wrap up our initial engagement phase with Gateway Park, we’re excited to announce a series of follow-up activities designed to keep our momentum going and deepen the impact of Matrix Kids Cards. These initiatives are all about creating lasting relationships, encouraging ongoing family engagement, and showing the Tippecanoe community the remarkable potential of collaborative education.

Over the next year, we’ll be rolling out a monthly progress report so that you can track our collective progress, bi-monthly ‘Learning Together’ sessions where families can enjoy the fun of Matrix Kids Cards together, and an annual feedback event where you can voice your experiences and shape the future of this partnership. We’re also launching a ‘Points for Participation’ program, offering rewards as a way to thank you for your involvement. Each of these activities has been carefully designed with the needs and feedback of our community in mind. We look forward to sharing this journey with you and can’t wait to see the positive ripple effects these moments create in the lives of our young learners!”

Attachments for X4.007

Attachment A: Invitee List and Contact Information for Gateway Park’s Surrounding Community Partners

A list of other local early learning centers, community leaders, and family-focused organizations invited to participate and observe the virtual community showcase.

Group 1: Local Early Learning Centers

1. **Little Sprouts Learning Center**
 - **Address:** 500 Greenbriar Drive, Tippecanoe, IN
 - **Contact Person:** Sarah Mills, Director
 - **Email:** sarah.mills@littlesproutslearning.com
 - **Phone:** +1 (765) 555-1020
 - **Main Feature:** Focus on nature-based learning and outdoor exploration.
2. **Bright Minds Preschool**
 - **Address:** 234 Elm Street, Lafayette, IN

- **Contact Person:** Emily Chen, Program Manager
 - **Email:** emily.chen@brightmindspreschool.com
 - **Phone:** +1 (765) 555-2741
 - **Main Feature:** Known for its bilingual immersion program for toddlers.
3. **Creative Kids Academy**
- **Address:** 765 Maple Avenue, West Lafayette, IN
 - **Contact Person:** Michael Torres, Education Coordinator
 - **Email:** michael.torres@creativekidsacademy.com
 - **Phone:** +1 (765) 555-3922
 - **Main Feature:** Emphasizes STEAM (Science, Technology, Engineering, Arts, and Math) learning.
4. **First Steps Early Learning Center**
- **Address:** 99 Oak Ridge Road, Lafayette, IN
 - **Contact Person:** Jennifer Lee, Lead Teacher
 - **Email:** jennifer.lee@firststepsearlylearning.com
 - **Phone:** +1 (765) 555-4827
 - **Main Feature:** Offers inclusive programs with a strong emphasis on sensory learning.

Group 2: Community Leaders and Organizations

1. **Tippecanoe County Library (Youth Services Division)**
- **Address:** 627 South Street, Lafayette, IN
 - **Contact Person:** Rebecca Walters, Youth Services Librarian
 - **Email:** rebecca.walters@tippecanoelibrary.org
 - **Phone:** +1 (765) 555-1290
 - **Main Feature:** Hosts community reading events and family literacy initiatives.
2. **Lafayette Family YMCA**
- **Address:** 1950 South 18th Street, Lafayette, IN
 - **Contact Person:** David Morgan, Community Outreach Director
 - **Email:** david.morgan@lafayetteymca.org
 - **Phone:** +1 (765) 555-8347
 - **Main Feature:** Engages families in fitness, youth activities, and family-centered programs.
3. **Wabash Area Literacy Coalition**
- **Address:** 305 Columbia Street, Lafayette, IN
 - **Contact Person:** Linda Garcia, Executive Director
 - **Email:** linda.garcia@wabashliteracy.org
 - **Phone:** +1 (765) 555-6723
 - **Main Feature:** Provides literacy support for families and early childhood development programs.

Group 3: Family-Focused Organizations

1. **Parenting Resources Network**

- **Address:** 412 East Main Street, Lafayette, IN
 - **Contact Person:** Sarah Duncan, Program Specialist
 - **Email:** sarah.duncan@parentingresources.org
 - **Phone:** +1 (765) 555-3648
 - **Main Feature:** Offers workshops and resources for parents of young children.
2. **Lafayette Area Family Resource Center**
- **Address:** 680 South 9th Street, Lafayette, IN
 - **Contact Person:** Aaron Reid, Director of Family Programs
 - **Email:** aaron.reid@lafamilyresource.org
 - **Phone:** +1 (765) 555-9576
 - **Main Feature:** Known for its support programs in early childhood nutrition and health education.
3. **Lafayette Mom Collective**
- **Address:** Virtual community based in Lafayette, IN
 - **Contact Person:** Christine Evans, Community Manager
 - **Email:** christine.evans@lafayettemomcollective.com
 - **Phone:** N/A (Online contact only)
 - **Main Feature:** Online and in-person meetups for mothers and young children, focusing on local events and family activities.

Group 4: Educational Institutions

1. **Purdue University's Early Childhood Development Program**
- **Address:** 100 N. University Street, West Lafayette, IN
 - **Contact Person:** Dr. Katherine Murray, Program Chair
 - **Email:** katherine.murray@purdue.edu
 - **Phone:** +1 (765) 555-7723
 - **Main Feature:** A leader in early childhood education research and student engagement.
2. **Greater Lafayette Montessori School**
- **Address:** 823 South 7th Street, Lafayette, IN
 - **Contact Person:** Mark Andrews, Head of School
 - **Email:** mark.andrews@lafayettemontessori.edu
 - **Phone:** +1 (765) 555-4536
 - **Main Feature:** Promotes hands-on learning environments that cultivate creativity and independence.
3. **Tippecanoe School Corporation (Early Learning Services)**
- **Address:** 21 Elston Road, Lafayette, IN
 - **Contact Person:** Heather Thompson, Coordinator of Early Learning Services
 - **Email:** heather.thompson@tsc.k12.in.us
 - **Phone:** +1 (765) 555-2100
 - **Main Feature:** Public school services that include preschool and early learning initiatives.

Attachment B: Feedback Collection Form

A structured feedback form to gather actionable insights on the partnership’s impact, to be shared with parents, educators, and community members.

Section	Question/Prompt	Response Space
Personal Information		
Name	<i>Optional</i>	
Affiliation	<i>Please check one: Parent, Educator, Community Member, Other (Specify)</i>	
Contact Information	<i>Optional – Email or Phone</i>	
Experience with Event		
How did you hear about this event?	<i>e.g., invitation from Gateway Park, Matrix Kids Cards, social media, community announcement</i>	
Which activities did you or your child participate in?	<i>Please list activities you attended or interacted with during the event</i>	
How long did you or your child spend at the event?	<i>Estimate time in minutes or hours</i>	
Impact and Engagement		
What aspect of the event did you or your child enjoy the most?		
Did the activities capture your child's interest and attention? <i>Rate 1 (not engaging) to 5 (highly engaging)</i>		
How much do you feel this event helped build community connections? <i>Rate 1 to 5 and explain, if possible</i>		
Educational Value		
How relevant were the activities to early childhood learning and development needs? <i>Rate 1 to 5</i>		
What specific educational or developmental benefits did you notice in the activities?		
How likely are you to incorporate ideas from the event at home or in your work with children? <i>Rate 1 to 5</i>		
Do you have any recommendations for enhancing the educational content for future events?		
Partnership Impressions		
How effective do you believe the Matrix Kids partnership was in supporting Gateway Park’s goals for early childhood education? <i>Rate 1 to 5</i>		
Would you recommend maintaining or		

Section	Question/Prompt	Response Space
expanding this partnership for future events? <i>Yes/No, explain if possible</i>		
What other types of partnerships do you think could benefit our community's early education efforts?		
Overall Feedback		
What improvements would you suggest for future Matrix Kids events?		
Any additional comments, insights, or suggestions?		
Thank You Gift		
As a thank you, please choose your gift preference: 1) A custom "Matrix Kids Cards" eco-friendly bookmark or 2) A downloadable mini card set designed for family fun and early learning.		

Attachment C: Draft Partnership Agreement with Gateway Park Early Learning Center

A flexible partnership agreement detailing options for long-term collaboration, impact metrics, confidentiality clauses, and options for revenue sharing or zero-down extended trials.

[Date]

This Partnership Agreement (hereinafter referred to as the "Agreement") is entered into on this [Day] of [Month], [Year], by and between **Matrix Kids Cards Publishing LLC**, an educational publishing organization with offices in [Location] (hereinafter referred to as "Matrix Kids"), and **Gateway Park Early Learning Center**, a nonprofit educational institution located at [Address, Indiana] (hereinafter referred to as "Gateway Park"). Collectively referred to as "Parties."

1. Purpose of Agreement

1.1. This Agreement establishes a collaborative framework for Matrix Kids to provide innovative educational resources through **Matrix Kids Cards** at Gateway Park, with the goal of enhancing early childhood literacy, creativity, and cognitive development.

1.2. The primary objectives of this partnership are:

- To **implement Matrix Kids Cards** in educational programming at Gateway Park.
- To **measure and evaluate** the impact on participating children's literacy and cognitive development.
- To **extend options for revenue sharing**, sponsorship, or subscription-based financial support.

2. Duration and Termination

2.1. **Initial Term:** This Agreement is effective from [Start Date] to [End Date], constituting a period of **one (1) year**.

2.2. **Renewal Options:** The Parties may mutually agree to renew this Agreement at the end

of the initial term, subject to review of impact metrics and feedback.

2.3. **Termination:** Either Party may terminate this Agreement by providing thirty **(30) days' written notice** to the other Party. Grounds for early termination include, but are not limited to, breach of terms, failure to meet agreed-upon objectives, or mutual agreement. Upon termination, all materials and data provided must be returned or destroyed as directed.

3. Roles and Responsibilities

3.1. Matrix Kids Responsibilities:

- **Resource Provision:** Matrix Kids will provide Gateway Park with an agreed number of Matrix Kids Cards, accompanying educational materials, and digital content to enhance the educational experience.
- **Training and Support:** Matrix Kids will conduct initial training sessions for Gateway Park educators, covering the effective use of Matrix Kids Cards and best practices for curriculum integration.
- **Impact Evaluation:** Matrix Kids will support Gateway Park in monitoring and evaluating the effectiveness of the educational resources, including but not limited to pre- and post-assessment metrics.

3.2. Gateway Park Responsibilities:

- **Implementation:** Gateway Park agrees to incorporate Matrix Kids Cards into its educational programming in a manner that aligns with its curriculum goals and community needs.
- **Data Sharing:** Gateway Park will collaborate with Matrix Kids to collect data on resource effectiveness while ensuring participant privacy and compliance with data protection laws.
- **Parent and Community Engagement:** Gateway Park will facilitate community and parental engagement by organizing feedback sessions and promotional events, as well as inviting community stakeholders to participate in relevant activities.

4. Financial Terms and Options

4.1. Initial Zero-Down Option:

- Matrix Kids offers a **no-cost initial trial period of three (3) months** during which Gateway Park can utilize all provided resources without financial obligation.

4.2. **Flexible Financial Models Post-Trial:** Following the initial trial period, Gateway Park may choose from one of the following options:

- **Option A: Subscription Model** – A monthly fee of \$[Amount] for continued access to Matrix Kids Cards and support services.
- **Option B: Revenue Sharing** – Gateway Park retains [Percentage]% of net revenue generated from Matrix Kids events, with Matrix Kids receiving [Percentage]% to cover ongoing resource and support costs.
- **Option C: Sponsorship Model** – Gateway Park may secure sponsorship from local businesses, with Matrix Kids providing marketing support to attract sponsors.
- **Option D: Grant Matching** – Matrix Kids will provide matching funds for any grants Gateway Park secures to support this partnership, up to a cap of \$[Amount].

5. Confidentiality and Data Protection

5.1. **Confidentiality:** The Parties agree that any information exchanged in the course of this partnership, including but not limited to proprietary information, financial data, and impact assessment results, will remain strictly confidential.

5.2. **Data Protection:** Matrix Kids and Gateway Park agree to comply with **Indiana data protection laws** and ensure that all personal information is collected, processed, and stored securely.

6. Intellectual Property Rights

6.1. **Ownership:** Matrix Kids retains all intellectual property rights to the Matrix Kids Cards and accompanying resources, except where explicitly licensed to Gateway Park for the purposes of this partnership.

6.2. **Usage Rights:** Gateway Park is granted a **non-exclusive, non-transferable license** to use Matrix Kids resources solely within the context of this partnership. Gateway Park shall not copy, modify, distribute, or otherwise use these resources beyond the agreed scope.

7. Performance Evaluation and Impact Metrics

7.1. **Evaluation Process:** Matrix Kids and Gateway Park agree to conduct **quarterly evaluations** to assess the effectiveness of the resources in meeting educational objectives, including but not limited to student engagement and literacy improvements.

7.2. **Metrics and Reporting:** Impact metrics may include test scores, qualitative feedback from educators, and community responses. Both Parties will compile and review these metrics at the end of the trial period and annually thereafter.

8. Additional Terms and Amendments

8.1. **Amendments:** Any changes to this Agreement must be made in writing and signed by both Parties to be legally binding.

8.2. **Dispute Resolution:** In the event of a dispute, the Parties agree to attempt mediation before seeking legal action. If unresolved, disputes will be subject to the jurisdiction of **Indiana state courts**.

9. Optional Collaboration Enhancements

- **Community Engagement Events:** Matrix Kids and Gateway Park may jointly host events open to the public to showcase the educational impact of the Matrix Kids resources, fostering community trust and visibility.
- **Future Expansion Potential:** Based on initial success, both Parties may explore replicating the model in other community centers within Tippecanoe or additional counties, potentially offering Gateway Park priority status for further partnerships.
- **Annual Renewal and Review:** Gateway Park will have the option to renew the partnership annually, with the possibility of updated terms to reflect evolving needs and growth.

Signatures

Matrix Kids Cards Publishing LLC

Name: _____

Position: _____

Date: _____

Gateway Park Early Learning Center

Name: _____

Position: _____

Date: _____

Appendix

Simplified Partnership Options for Stakeholder Review

1. Objective

- **Goal:** Establish a sustainable collaboration between Matrix Kids Cards Publishing LLC and Gateway Park Early Learning Center to enhance literacy and creative engagement among children.
- **Scope:** Initially focused on Gateway Park but designed as a scalable model that could extend to other early learning centers within the county, depending on program success.
- **Community Impact:** Drive literacy rates, promote family engagement, and foster community connections through accessible, interactive educational materials.

2. Financial Models

To ensure flexibility, the following financial models are available, allowing Gateway Park to select a structure that aligns best with its budget and growth objectives:

- **Subscription:** A monthly fee for continued access to Matrix Kids Cards and support services. This model is ideal for stable, ongoing access with predictable costs.
- **Revenue Share:** A flexible model where Gateway Park retains a percentage of income from events and activities featuring Matrix Kids resources. This approach allows Gateway Park to minimize initial costs while benefiting from resource-driven revenue.
- **Sponsorship:** Gateway Park may seek partnerships with local businesses or benefactors who will subsidize the program costs in exchange for brand exposure and community engagement. Matrix Kids will assist in marketing to attract sponsors.
- **Grant Matching:** Matrix Kids will match any grants Gateway Park secures for this partnership, up to a pre-agreed cap, making it possible for Gateway Park to double its funding sources and expand its resources.

3. Data Sharing & Confidentiality

- **Commitment to Privacy:** All collected data, including usage metrics, participant information, and feedback, will remain confidential and used solely for program improvement.
- **Parent and Guardian Consent:** Before any data collection involving children, parental consent will be obtained, and information will be anonymized to protect student privacy.

- **Reporting:** Regular data summaries will be shared with Gateway Park to inform teaching strategies and resource use, supporting transparency without compromising confidentiality.
4. **Performance Metrics**
- **Quarterly Review:** To ensure the partnership meets educational goals, Matrix Kids and Gateway Park will conduct quarterly evaluations covering the following:
 - **Student Engagement:** Observation and feedback on how actively students engage with Matrix Kids Cards during activities and lessons.
 - **Educational Outcomes:** Teachers will assess literacy improvements, creative expression, and any gains in student interest in reading and storytelling.
 - **Community Feedback:** Feedback from parents, community members, and educators will be gathered to assess program impact on family engagement and local educational support.
 - **Continuous Improvement:** Based on feedback and metrics, Matrix Kids will offer resources or strategy adjustments to improve outcomes, ensuring the partnership remains responsive and effective.

Attachment D: Press Release Template

A press release announcing the success of the partnership and inviting other local educational institutions to consider collaboration with Matrix Kids Cards.

FOR IMMEDIATE RELEASE

Date: January 19, 2025

Matrix Kids Cards and Gateway Park Early Learning Center: A Heartfelt Journey from Move with Us to Thriving Together

Tippecanoe County, Indiana — It started as a dream, a leap, and, let’s be honest, a bit of a “what if.” Matrix Kids Cards Publishing is thrilled to announce our new partnership with Gateway Park Early Learning Center, creating a spark of creativity and literacy right here in Tippecanoe. What began as our “MOVE WITH US” initiative, inspired by the passion of Hunter (a Tippecanoe native and proud creator of the first Matrix Card), has grown from small beginnings to touch hearts around the globe. And now, as we join hands with Gateway Park, we’re taking another big step toward bringing learning adventures to the youngest dreamers in our own community.

A Partnership of Play, Promise, and Progress

Matrix Kids Cards is honored to work with Gateway Park to bring educational resources that are anything but typical. Think whimsical, story-filled, curiosity-sparking cards designed to be a child’s passport to the world of imagination. From adorable creatures with big dreams to tiny adventures with giant possibilities, Matrix Cards are all about making learning fun and interactive.

This partnership celebrates all those little wins that make learning a joyful journey. Over the past few weeks, we’ve already seen more than **150 preschoolers light up** as they created

stories, characters, and plots that rival Hollywood. We've seen an **80% jump in participation** and a whole lot more giggles and gasps.

Gateway Park's Director, [Director's Name], shared, "It's amazing to see children explore reading and storytelling in a way that feels so natural to them. Matrix Kids Cards have quickly become our favorite way to teach literacy!"

A Heartfelt Invitation to the Community

We're not stopping here! With Gateway Park as our newest partner, we're now inviting more institutions, libraries, and community centers in Tippecanoe and beyond to join the adventure. Whether you're an early learning center, a local library, or a community center with a passion for making a difference, there's a place for you in the Matrix Kids family.

To make it easy (and fun), we offer:

- **Flexible Partnership Options:** From zero-down trials to revenue sharing, we believe that every organization deserves the freedom to grow with us at their own pace.
- **Customized Training and Support:** Because the last thing we want is to leave you scratching your head, we offer full training and even throw in a few helpful pointers from Hunter's own journey.

And for those who aren't sure where to start, let's just say there's no such thing as "too small" or "too simple" with Matrix Kids Cards. Just a love for learning.

Thank You to Our Tippecanoe Family and Friends

It's been quite the journey—from Hunter's very first card here in Tippecanoe to sending boxes of Matrix Cards to new friends in Southern France, and every little (and sometimes very big!) step in between. To every teacher, parent, and community member who's helped us along the way: you've shown us that dreams spread best when we share them.

Join Us—Let's Grow Together!

Let's keep bringing the joy of learning to every corner of Tippecanoe. Whether you're nearby or far away, there's always a place at our table. Institutions interested in partnering with Matrix Kids Cards can reach out to us for more information:

- **Contact Name:** [Matrix Kids Partnership Coordinator Name]
- **Email:** [Contact Email]
- **Phone:** [Contact Phone Number]

About Matrix Kids Cards Publishing

Born from a child's dream and built by a community's heart, Matrix Kids Cards Publishing is dedicated to making learning an adventure. With colorful characters and endless opportunities to spark creativity, our cards have traveled from Tippecanoe to new places, bringing smiles and stories wherever they go.

END