

## **FOR IMMEDIATE RELEASE**

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### **EDUCATION FOUNDATIONS RIVALRY MATCH RAISED OVER \$10,000**

CHELSEA, MI - Throughout August, Chelsea Education Foundation (CEF) and The Educational Foundation of Dexter (EFD) joined forces to raise money for teacher grants and student scholarship programs in both communities. The friendly "Rivalry Match" culminated at the August 30 opening season football game in Dexter. While Chelsea Bulldogs won on the field, the Educational Foundation of Dexter won bragging rights for raising \$5,044 during the Rivalry Match.

Collaboration between the foundations seemed natural since they share similar missions to enhance students' educational experiences by financing projects beyond the resources of their districts and by providing scholarships to district graduates.

CEF President, Lynn Fox, and EFD outgoing President, Lori Moss, discussed the idea of Rivalry Match as a potential fundraiser over a year ago. "We thought it would be a great benefit to both our foundations and a fun way to help our individual communities. It was too close to the game day last year, but we wanted to bring this event to life in 2019," said Fox.

D&B Strategic Marketing helped with project implementation. "The synergy created by the Rivalry Match maximized marketing spend and helped the Education Foundations reach a broader audience," said Bridget Favre of D&B Strategic Marketing.

Entering its 30th year, CEF has impacted over 45,000 students through efforts and activities in the Chelsea School District. Thanks to initiatives like the Rivalry Match, CEF has raised over one million dollars to help fund projects like #whyyoumatter, 4th-grade museum trips, 6th-grade camp, Authors In Chelsea, and furniture for the new South Meadows Elementary Media Center; and scholarships to students showcasing outstanding academic performance.

"It has been so wonderful to remind people that CEF is a part of the Chelsea School District community. We hope to continue support of teachers and students through grants and our academic scholarships," said Fox.

Since 1985, the Educational Foundation of Dexter has awarded over \$850,000 in the form of teacher grants, that support students from Pre-K to 12th Grade in the Dexter Community Schools. Previously funded grants include Virtual Reality Headsets, Field Trips to the DIA, Adapted Music for Students with Special Needs, and Viewings for the Documentary "Angst: Raising Awareness Around Anxiety."

"The best part about the Rivalry Match collaboration is that the students are the true winners. This fundraiser will help fund school district programs that will make an impact in every school in Dexter," said Lori Moss.

The Foundations also serve as links between school, business, and the community. Community partners, Chelsea State Bank and Lynn Fox Properties, LLC each matched the first \$1,000 in donations.

The Education Foundations continue to fundraise throughout the year, to learn more, visit their websites: [www.chelseaeducationfoundation.org](http://www.chelseaeducationfoundation.org) or [www.efdexter.org](http://www.efdexter.org).

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