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For Immediate Release
Contact:

C2 Education Aims to Help Students “Be Smarter”

Website and unique youth panel part of new initiative

Atlanta, GA – Getting a good education is no game for dummies. To succeed, students simply must be “smarter.”

That’s the word from **C2 Education**, which just launched a new initiative intended to help students at every grade level develop the skills they need to excel.

The initiative, dubbed “Be Smarter” includes a complete overhaul of the learning firm’s website, plans for a one-of-a-kind student advisory panel, and the roll-out of new teaching materials at all 85 of **C2’s** learning centers nationwide.

“We’ve always believed that **C2** helps students be smarter,” said David Kim, one of the firm’s two Harvard-trained co-founders. “But with this initiative, we’re pushing the envelope even further.”

Kim said he was especially excited about the new website (www.c2educate.com), a splashy mix of eye-catching graphics and student-friendly educational tips aimed squarely at young web surfers.

The site currently boasts information for students and their parents about C2's programs in math, reading, writing, homework, study skills, and SAT preparation.

The website also includes details about what Kim called "the crown jewel" of the new initiative, the C2 National Student Advisory Board.

The panel will include 12 student leaders culled from high schools around the country. Six juniors and six seniors will advise C2 in the development of goals and objectives, helping the firm better understand the needs of students. Each panel will serve a two-year term. The panel members will receive a \$1,000 stipend for each year they serve.

"With our services geared toward students, it's only fitting that we look to our youth to help us steer our goals and priorities," said Kim, who believes the advisory board is the first-of-its kind.

Panel members will be chosen by C2's executive staff based on essays and personal interviews. Students who wish to apply can find more information on the website.

C2 Education is one of the fastest growing private learning firms in the country and is the smart choice for students who want to do better. C2 offer customized curricula, personalized attention and a wide variety of enrichment services for students from kindergarten through high school.