



For more information, contact:

Tricia Bennett

303.931.0013

Tricia@FitzgeraldPetersen.com

ReSchool Colorado Launches Blueprint4SummerCO – A Free, Mobile-Friendly Website Listing Summer Activities for Kids of All Ages

Comprehensive and Easily Accessible Database for Denver, Aurora and Boulder Parents

DENVER (Feb. 6, 2018) – ReSchool Colorado, a bold initiative of the Donnell-Kay Foundation focused on designing a modernized, learner-centered system of education in Colorado, is thrilled to launch [Blueprint4SummerCO](#), a free, easy-to-use, mobile-friendly website for parents with school-aged children 0-18, offering an organized, searchable way to access thousands of summer classes, camps and activity programs for children in Denver, Boulder and Aurora.

More than 380,000 children are enrolled in schools throughout Aurora, Boulder, and the Denver metro-area and parents will be seeking ways to fill their summer with learning and memorable experiences. While the end of the school year seems a long way off, planning early for summer experiences is critical. Blueprint4SummerCO helps parents plan for summer learning early and quickly find activities and learning opportunities that suit the needs of their family and each individual child. Currently hundreds of summer sessions are listed, including many from the Denver Center for the Performing Arts Education Programs, the Downtown Aquarium, the City of Aurora-Cultural Arts and Colorado Mountain Ranch in Boulder -- and the database is growing daily. ReSchool Colorado plans to have thousands of summer sessions in Blueprint4SummerCO by June 1, 2018.

“Children spend 25 percent of their waking hours in school environments while they spend 75 percent of their waking hours outside of the classroom, said Amy Anderson, Managing Director at ReSchool Colorado. “A specific pain point for parents across the socioeconomic spectrum is knowing how, when, and where to access learning in the summer. Blueprint4SummerCO gives parents an easy, free blueprint on how to find a wide variety of amazing experiences to stimulate their child.”

In 2015, Blueprint4Summer was first launched in St. Louis by Maxine Clark, founder of the Clark-Fox Family Foundation and Build-A-Bear Workshop. Blueprint4Summer continues to grow in St. Louis, with last year’s programs totaling nearly 8,000 sessions.

Activities can be searched based on any number of preferences such as age, gender, interests, cost and zip code – even special considerations such as sessions for special needs students or gifted students, those offering before and after care, or that have scholarships available. The website can be displayed in multiple languages through Google Translate and provides information about day camps, sleep-away camps and sports camps; art, music and science programs; free activities, and academic enrichment courses.

Blueprint4SummerCO is not only free and easy for parents to use but it also gives Colorado camps and organizations the opportunity to list their offerings for free, receive additional exposure, and obtain geographic and demographic

analytics regarding interest in their program offerings. Providers also have the opportunity to apply for matched scholarship contributions raised by ReSchool Colorado. Interested organizations should contact Selam Gebre, who is leading development of Blueprint4SummerCO for ReSchool, at info@reschool.co for more information.

We are thrilled to have the opportunity to list all of our classes on Blueprint4SummerCO,” said Allison Watrous, Executive Director of Education at the Denver Center for the Performing Arts. “Listing our classes is not only free and easy, but we get the opportunity to share information about our summer programs with students and families that otherwise might not know the programs are available. Scholarships are also available for our programs which are designed to be fun as well as give learners the space to be creative, collaborate and think critically.”

Blueprint4SummerCO and the Learner Advocate Network are part of ReSchool Colorado’s efforts to build the agency of learners and their families to navigate an increasingly complex system of learning; personalizing learning through a purposeful integration of experiences within and beyond school, anchored in family and community contexts and learners’ aspirations, goals, and sense of selves. ReSchool Colorado would like to thank the following funders for their generous support of this work: the Donnell-Kay Foundation, Chan Zuckerberg Initiative, Silicon Valley Community Foundation, Walton Family Foundation, James Walton, Impact Charitable, Voqal, and the Friedman Family Foundation.

Blueprint4SummerCO was made possible by the support and partnership of the Clark-Fox Family Foundation. “Summer activities are a crucial part of intellectual development that enable children to spend their vacation time constructively, develop their passions and creativity, advance their learning and, of course, have fun,” said Maxine Clark. “We are excited that ReSchool Colorado will bring Blueprint4Summer to Colorado parents interested in building an enriching summer for their kids in a stress-free way.”

For more information about Blueprint4SummerCO, to learn about programs and to connect with other parents online, “like” Blueprint4SummerCO on [Facebook](#) or follow on [Twitter](#), [Instagram](#) or [Pinterest](#).

About ReSchool Colorado

After investing for decades to improve public education in various ways, the Donnell-Kay Foundation launched [ReSchool Colorado](#) in 2013 -- a bold effort to design a modernized, learner-centered system of education in Colorado. ReSchool’s goal is to build the supply of existing and new learning resources that allows learners to personalize their education pathways in new, dynamic ways, ensuring an experience that is equitable, empowering, and world-class. ReSchool believes learning happens in a lot of different places, within and beyond school, and recognizes the need to coordinate and curate those resources in a way that is accessible to all families and students.

About the Donnell-Kay Foundation

The Donnell-Kay Foundation is a private family foundation incorporated in 1965 through a trust by the Kay family. Donnell-Kay operates as a 501(c)(3) non-profit organization and aims to improve public education in Colorado through research, policy, creative dialogue, and critical thinking. We invest in projects, programs, and people who seek systemic solutions to strengthening the experience of learning for kids from birth to career.