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FOR IMMEDIATE RELEASE

Los Altos Educational Foundation Announces 2007-2008 Fundraising Campaign -- Annual Phonathon Scheduled for October 22-24, 2007 --

LOS ALTOS, Calif., October 10, 2007 -- In its ongoing commitment to raise crucial educational enrichment funds for the Los Altos School District (LASD), the Los Altos Educational Foundation (LAEF) will hold its annual phonathon campaign October 22-24, 2007. The annual phonathon is a critical component to the success of LAEF. Parents and community volunteers call fellow parents in the district to solicit donations that are often matched in part by community and business sponsors. LAEF enables the district to fund key enrichment programs, class size reduction, and art, technology, and science aides. This year the foundation's goal is to meet a \$1,700,000 fundraising commitment to the district and to gain the participation of every family, with a suggested tax-deductible donation of \$800 per student enrolled. The phonathon will be held at the Los Altos offices of Alain Pinel, Cashin Company, Coldwell Banker, and Intero, who have all donated their facilities for the campaign.

Over the past 25 years, LAEF has increased its annual fundraising goal 20 fold to meet the growing need of the LASD in response to declining state funding. Without LAEF funds, important district-wide programs including physical education, instrumental music, art aides, technology aides, computer instruction, supporting middle school electives, and class size reduction for grades K-3 and middle school would not be possible. This year's funding will also help continue the well-received "Step Up to Writing" program, enhance science programs, and invest in "best practices" training for teachers to better utilize digital technologies. For the 2007-2008 academic year, LAEF has increased its fundraising goal by \$150,000 over the 2006-2007 grant in order to sustain and enhance these programs.

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"Our community is fortunate to have a generous and dedicated parent population. It's their contributions of time and money to LAEF and our PTAs - as well as our great teachers, staff, and administration - that ensure our schools stand out in the state of California," said Teresa Kersten, LAEF President. "The phonathon gives parents a wonderful opportunity to support programs that greatly enhance our kids' educations. We would also like to thank Alain Pinel, Cashin Company, Coldwell Banker, and Intero, for generously lending us their offices to conduct our campaign," she added.

LAEF encourages anyone in Los Altos who is interested in the quality of children's education to make a donation of any denomination. Whether it's \$800 per student, \$5000 or \$50, every contribution is vital to the education of Los Altos children. For more information, please call LAEF at 650-559-0445 or donate online at www.laefonline.org.

Founded in 1982, the Los Altos Educational Foundation (LAEF) is comprised of all Los Altos elementary and middle school parents who contribute to making the Foundation's fundraising goals. The funds are used to enrich children's education through smaller class sizes, art, music, physical education, and science and technology. Over 95% of the foundation's annual goal is achieved through parents' contributions and matching funds from their employers. LAEF is not endowed by a few large companies or wealthy families; the difference is collectively made one family and one pledge at a time. The Los Altos Educational Foundation (LAEF) is a 501(c)(3) not-for-profit organization, tax id **94-2862793**. For more information, please call LAEF at 650-559-0445 or donate online at www.laefonline.org.

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