

FOR IMMEDIATE RELEASE
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Yoobi Donates Learning Essentials to Students in Select Verizon Innovative Learning Schools

School supplies company donates school supplies to supplement Verizon's virtual learning technology for the 2020-2021 school year

Los Angeles, December 1, 2020 - [Yoobi](#), the innovative school, home, and office supplies company that gives back to under-resourced schools, today announced it is donating essential school supplies to select schools within the Verizon Innovative Learning Schools program to help students and families adjust to virtual learning. Yoobi, who donates a Yoobi item for each product sold and has donated to over 5 million under-resourced students through its nonprofit partner Kids In Need Foundation, is donating their signature [Yoobi Classroom Packs](#) to Title 1 Schools within the Verizon Innovative Learning Schools program - Verizon's education initiative focused on addressing barriers to digital inclusion. Each Classroom Pack includes 425 supplies, including pencils, glue sticks, erasers, rulers, folders, crayons, colored pencils, and more.

Through early 2021, Yoobi is committed to donating these essential supplies to students in all 101 participating schools in the Verizon Innovative Learning program. Students within these schools currently receive 1:1 devices, access and teacher training through Verizon.

"Yoobi believes that every student, no matter the area code, should have learning tools that inspire them to learn and be creative," said Yoobi co-founder and CEO Ido Leffler. "The heart of our business is helping students and teachers, and we knew that during COVID-19, it was important for us to help supplement Verizon's work in support of education by providing even more resources to make a greater impact. The entire structure of learning has changed, and we are thrilled to donate to this incredible program and provide the tools needed most during distant learning."

This fall, Yoobi will begin donations in four Verizon Innovative Learning school districts across Baltimore, MD; Portland, OR; Houston, Texas; and Milwaukee, WI. Yoobi plans to impact 50,000 students by the end of the 2020-2021 school year.

For more information on Yoobi's give back efforts and the new Verizon partnership to bring school supplies and digital tools to kids in need, visit <https://yoobi.com/pages/yoobi-x-verizon>.

ABOUT YOObI

[Yoobi](#) adds color to your life with trendy supplies and accessories that inspire individuality at home, school and the office. Yoobi is a give-back brand that believes all children should have an equal opportunity to learn and be creative which is why Yoobi has operated on a “buy one, give one” model since launching in 2014. For every item purchased, Yoobi donates a school supply item to a U.S. child in need. Yoobi is currently available in the U.S. and Canada, and to date, has donated essential school supplies to more than 5 million students throughout those countries. Learn more about Yoobi’s give-back programs at [Yoobi.com/give](https://yoobi.com/give).

ABOUT VERIZON INNOVATIVE LEARNING

Verizon Innovative Learning, Verizon’s education initiative targeting Title 1 schools, addresses barriers to digital inclusion and is a key program under Citizen Verizon, the company’s responsible business plan for economic, environmental and social advancement. The program provides free 1:1 devices, free internet access and a technology-driven curriculum with the goal to transform the learning experience. Through exposure to cutting-edge technology, the program enables students to develop the skills, knowledge, and confidence needed to build an innovative workforce of the future. Since 2012, Verizon Innovative Learning has committed a total of \$535 million in STEM education efforts in support of digital inclusion. In 2019, Verizon launched its first 5G-enabled Verizon Innovative Learning classroom, with the goal of 100 by 2021. The company is committed to providing 10 million youths with digital skills training by 2030. Learn more at CitizenVerizon.com or find us on Facebook, Instagram or Twitter.