



FOR IMMEDIATE RELEASE

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Local Donors Provide Connectivity to 1,000 East Baton Rouge Parish School System Families

Every Kid a King donates six months of Internet

BATON ROUGE, La. – Every Kid a King has extended the gift of connectivity in this unprecedented time of social distancing and isolation. The non-profit has partnered with Cox Communications to offer 1,000 East Baton Rouge Parish School System (EBRPSS) families six months of Internet service through Cox’s Connect2Compete program. This organization has graciously donated \$60,000 to meet the immediate needs of disadvantaged students in East Baton Rouge.

On the heels of Governor John Bel Edwards’ announcement to shutter schools for the rest of the 2019-2020 school year, EBRPSS will work to transform a traditional face-to-face system to one that operates entirely at a distance. The district will apply a hybrid approach of printed packets and online resources. However, the biggest distance-learning challenge that families across the world face is the lack of Internet access at home.

Every Kid a King Fund, established by Jim and Dana Bernhard, hopes to ease that financial burden.

“We know our educators are working tirelessly to engage with students, and families are doing everything they can to fill the void of their classroom teacher,” Dana Bernhard said. “We believe it’s our duty to support these extraordinary efforts any way we can and are glad that Cox is here to support.”

The first 1,000 East Baton Rouge families to qualify through Cox’s Connect2Compete program will receive six-months of Internet service through a donation provided by Every Kid a King, which is graciously providing philanthropic funds to ensure EBRPSS students are connected during this trying time. EBRPSS families with a student in Pre-K – 11th grade will be eligible for this offer. The first 1,000 families to fill out the survey linked [here](#) will receive the COX self-installation kits.

“Access to technology at home is critical to the quality of a student’s education – every day and especially during these unprecedented times,” said Leigh King, vice president, Cox Business Louisiana. “Cox is committed to digital equity for students and is delighted to partner with the East Baton Rouge Parish School system to offer low-cost Internet to qualified households through our Connect2Compete program.”

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About Every Kid a King: Every Kid a King Fund was established by Jim and Dana Bernhard and the Shaw Group in 2010 with the purpose of supporting non-profits in Louisiana, focusing on the Greater Baton Rouge Area, that meet the immediate needs of disadvantaged children in the areas of welfare, health, and education.

About Cox Communications

Cox Communications is committed to creating meaningful moments of human connection through broadband applications and services. The largest private telecom company in America, we proudly serve



six million homes and businesses across 18 states. We're dedicated to empowering others to build a better future and celebrate diverse products, people, suppliers, communities and the characteristics that makes each one unique. Cox Communications is the largest division of Cox Enterprises, a family-owned business founded in 1898 by Governor James M. Cox.