



**FOR IMMEDIATE RELEASE**

**November 29, 2012**

## **Clayton YES Brings Innovative Kid's College to 24 KISD Schools**

FORT WORTH, TX – Clayton Youth Enrichment Services today announced that its after school curriculum in the 24 schools served in the Keller Independent School District will include Kid's College, a computer-based program that has proven to boost state test scores in required math, literacy and science skills.

The announcement was made today by Frankie McMurrey, interim director of Fort Worth-based Clayton YES, a non-profit organization that operates before and after school enrichment programs at 79 schools in Tarrant County. McMurrey said that Clayton YES partnered with Tarrant County Youth Collaboration to bring the TEAM UP initiative into its KISD after school curriculum. TEAM UP is an initiative for Tarrant County students that strives to provide innovative and engaging learning experiences, such as the Kid's College program.

"Kid's College adds a whole new dimension to our after school enrichment curriculum," McMurrey said. "It allows our teachers to not only individualize instruction but also to make learning more interesting and engaging for their students."

Benj Sampson, vice president of LTS Education Systems, creator and publisher of the Kid's College platform, explained that Kid's College delivers graphically appealing, interactive sports video games as reinforcement for correct answers on skills assessment tests. He added that Kid's College has proven effective in engaging even the hardest-to-reach students, improving their test scores, behavior and motivation to stay in school.

"Kid's College aligns with Keller ISD's mission and vision and is not only a market differentiator for Clayton YES among after school care providers, but also a very strong resource for the families of the district," Sampson said.

Tacia Torres is the executive director of the TCYC who created and oversees the TEAM UP initiative. "TCYC is thrilled to continue 30-plus years of collaborative efforts in Tarrant County by now partnering with Clayton YES to provide Kids College through the TEAM UP Initiative in Keller ISD. Kids College has been the key component within the TEAM UP program which now reaches more than 80,000 Tarrant

County students. This partnership shows a great example of how non-profit organizations can positively impact a large number of students with limited funds. One organization cannot change the world, but through collaboration we can make an impact.”

**CONTACT:** Frank Griffis  
Manager of Marketing Strategies  
817-923-9888, X-816  
[fgriffis@claytonyes.org](mailto:fgriffis@claytonyes.org)

1215 Country Club Lane, Fort Worth TX 76112 • Phone 817-923-9888 • Fax 817-926-9494

[www.claytonyes.org](http://www.claytonyes.org)