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**Bedtime Math Selected for Math Commitment
at White House Early STEM Symposium**

***Expanding successful parent-teacher conference model to spread the benefits of
Bedtime Math family engagement to over 100,000 elementary children nationwide***

SUMMIT, N.J. (April 21, 2016) – At the White House Early STEM Symposium today, nonprofit [Bedtime Math](#) committed to expand its “math ambassador” efforts to five more cities, enabling math-anxious parents and students to become comfortable with an often dreaded subject. The announcement builds on the success of its Newark Public Schools pilot, which taps the power of parent-teacher conferences to coax math-shy parents to enjoy number play with their kids.

Bedtime Math delivers quick, engaging math story problems every day for parents and children to solve together. A recent [University of Chicago study](#) found that within just one school year, children who did Bedtime Math improved their math achievement on average by **three months more** than children who didn’t use it. Most notably, children of the most math-anxious parents who chose to do Bedtime Math had gains of **half a school year**, narrowing the “math anxiety gap.”

“In a given year, kids spend three to four times as many hours outside school as in it, so their parents have a huge effect on their learning,” said Laura Overdeck, founder of Bedtime Math. “Parents are a child’s most important educators, and by using Bedtime Math, even the most math-anxious parents can add a little ‘math talk’ to their daily routine. With the support of school districts across the country, we’re hoping to help even more kids learn to love and embrace math.”

The parent-teacher conference model was piloted with families from six Newark, New Jersey elementary schools during the 2015-16 school year. Teachers learned about the Bedtime Math app, then shared the program with parents one-on-one during parent-teacher conferences. Initial results found 10-20% of parents at each school were using the app with their kids, with the strongest results among prekindergarten through second grade.

(more)

Based on these positive results, Newark itself is rolling out the effort to all 54 elementary schools this fall. In parallel, Bedtime Math committed at the White House Early STEM Symposium to expand the program to at least five more school districts across the country, with hopes of reaching an estimated 100,000 more children.

"I love Bedtime Math," said Christopher D. Cerf, Superintendent of Newark Public Schools. "Bedtime Math has made math accessible to students and parents across the city. I especially appreciate the way it encourages shared time for parents to participate directly in their children's learning. It is exciting to see students learn to love and embrace math, which is a critical tool for long-term academic success. We are proud of our partnership with Bedtime Math and are thrilled that NPS can serve as a model for other school districts across the country."

Building on President Obama's [early learning](#) and "[Educate to Innovate](#)" initiatives, the White House, in partnership with the U.S. Departments of Education and Health and Human Services, along with [Invest in US](#), hosted the White House Early STEM Symposium to further the focus on early STEM education. Bedtime Math's commitment was one of over 200 submissions received by the White House for today's event. Collectively, these commitments have the potential to bring new active STEM content for young children to millions of households across the country.

For more information about Bedtime Math's White House Early STEM Symposium commitment, or to speak with Bedtime Math founder Laura Overdeck, contact Sandy LoPiccolo at 908-444-4532 or sandy@bedtimemath.org.

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About Bedtime Math Foundation

Bedtime Math Foundation is a nonprofit organization that seeks to put the fun and discovery back into learning math. Its core product is a zany online math problem that parents can do with their kids every day; a recent [study](#) from the University of Chicago showed that when families do Bedtime Math together, kids' math skills improve by months. Bedtime Math is also the creator of Crazy 8s, a lively, hands-on after-school math club that has donated more than 6,000 club kits nationwide, serving more than 80,000 children. For more information, visit www.bedtimemath.org.