



FOR IMMEDIATE RELEASE  
October 23, 2012

**EAST LOS ANGELES ELEMENTARY SCHOOL STUDENTS GET  
BLENDED LEARNING BOOST FROM HYUNDAI AND TELACU**

*Community Partnership Will Help Belvedere and Eastman  
Elementary Students Improve Math Skills*

**WHAT:** More than 1,000 East Los Angeles elementary students, teachers, parents and community members will gather to celebrate an investment in math education that's expected to boost students' math scores and put them on track to become tomorrow's high-skilled workers. Hyundai Motor America and TELACU have partnered with the education non-profit MIND Research Institute to provide students at Belvedere and Eastman Elementary Schools with instructional math software, professional development and ongoing educational support. Following a blended learning model, students will practice the visual math puzzles in the computer lab and teachers will connect the puzzles to math concepts in the classroom. Over the last two years, other Los Angeles Unified School District schools participating in the same program experienced more than **double the rate of growth in math proficiency**.

Reporters and guests will have the opportunity to visit Belvedere's computer lab as students use the blended learning ST Math<sup>®</sup> program.

**WHEN:** Thursday, October 25, 2012  
9:30 a.m. – Refreshments  
10:00 a.m. – Presentation  
10:30 a.m. – Computer lab walk-through

**WHO:** Roberto Martinez, Local District 5 Superintendent, Los Angeles Unified School District  
Mónica García, president, Los Angeles School Board  
Zafar Brooks, Director General Affairs, Hyundai Motor America  
David Lizarraga, Founder and Chairman, TELACU  
Andrew R. Coulson, President, Educational Division, MIND Research Institute  
Students from Belvedere and Eastman Elementary Schools

**WHERE:** Belvedere Elementary  
3742 East First Street  
Los Angeles, CA 90063  
Parking lot can be accessed off Rowan.

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## Hyundai - Page 2

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### **About Hyundai Motor America**

Hyundai Motor America, headquartered in Costa Mesa, Calif., is a subsidiary of Hyundai Motor Co. of Korea. Hyundai vehicles are distributed throughout the United States by Hyundai Motor America and are sold and serviced through more than 800 dealerships nationwide.

### **About TELACU**

Established in 1968, TELACU is the largest Community Development Corporation in the nation whose mission is to improve the lives of individuals and families in the communities it serves. TELACU Industries operates a family of companies that provide valuable products and services to the community, such as jobs, affordable homes, small business loans, and the creation of community assets.

### **About MIND Research Institute**

MIND Research Institute is a neuroscience and education research-based non-profit. MIND Research applies its distinctive visual approach to illustrating math concepts and building problem-solving skills as the basis for innovative, research-proven math education programs for elementary and secondary schools. MIND's programs currently reach 475,000 students and 16,000 teachers in more than 1,375 schools in 26 states. For more information, visit [www.mindresearch.net](http://www.mindresearch.net).

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