

CITY ACADEMY

**BLUBERYL™ ‘BUY ONE, GIFT ONE’ MATCHING DONATION PROGRAM PROVIDES
PRODUCTIVITY SKILLS AND ORGANIZATIONAL TOOLS FOR
CITY ACADEMY STUDENTS IN 2015;
PLANS TO DOUBLE PROGRAM IN 2016**

St. Louis, MO January 11, 2016—BLUBERYL (www.bluberyl.com), a strengths-based, productivity coaching and organizational products company, today announced plans to expand its “Buy One, Gift One” donation program benefiting City Academy in St. Louis. In December 2015, BLUBERYL partnered with City Academy, donating coaching workshops and organizational products in support of continued educational resources for its graduates.

Working directly with City Academy and Washington University in St. Louis’s Strive for College program, BLUBERYL provided organizational products and training to City Academy staff and Washington University student mentors who are working with seventh and eighth grade City Academy graduates. The program was created to support City Academy graduates’ transition from elementary to secondary school programs.

The 2015 Buy One, Gift One Program benefited 19 graduates of City Academy with donated BLUBERYL proprietary organizational products. In addition, graduates attended a BLUBERYL strengths-based workshop that focused on understanding and working effectively with one’s learning style, as well as the use of multiple modalities while studying. The value of BLUBERYL’S donation to City Academy’s current 7th and 8th grade graduates totaled over \$5,500.

In 2016, BLUBERYL will expand its Buy One, Gift One program to include 35 additional fifth and sixth grade City Academy students. Each of the 54 students will receive training in the BLUBERYL system through hands-on workshops and will be given a BLUBERYL BIG Get Organized Calendar System™, an interactive tool used to keep projects and assignments organized.



PRESS RELEASE

“The transition from grade school to middle school requires a new set of skills and a lot of encouragement. Working together with City Academy and the mentors from Washington University, BLUBERYL will provide these students with the tools they need to succeed at highly competitive 7th-12th grade schools,” said Lorie Kram, founder of BLUBERYL. “I am committed to bringing all that we can to City Academy and its students. What the City Academy faculty and administration do each and every day to lead the City Academy team and promote the school’s vision is hard to capture in words—we are thrilled to provide a small, but valuable resource for these well-deserving students.”

“City Academy is one of few elementary schools that provides support to its alumni beginning in seventh grade and continuing throughout college. More than 20 of our alumni who are in seventh and eighth grade are now receiving tangible resources,” said Nikki Doughty, chief operating officer, City Academy. “BLUBERYL provides key resources that assist our alumni in a very comprehensive and purposeful way that directly relates to our program and education model.”

BLUBERYL’s Buy One, Gift One Giving Program is designed to help students reach their potential and seize opportunities for success and self-discovery. Through proud partnerships with St. Louis-based area schools, BLUBERYL is donating strengths-based coaching workshops and organizational products to students. In 2016, all consumer purchases generated through the BLUBERYL’s Buy One, Gift One online shop will be matched by BLUBERYL and donated to City Academy. For more information regarding the Buy One, Gift One Program, visit: <http://www.bluberyl.com/shop-bluberyl-products/>. In addition, larger bulk donations of BLUBERYL products can be made to support City Academy and other local area schools by contacting Danielle Ayotte at [978-225-0625](tel:978-225-0625) or danielle@bluberyl.com.

City Academy is the only private, independent elementary school in St. Louis and the state of Missouri providing scholarship support to all students. Founded in 1999 with a current enrollment of 180 students ages four through sixth grade, City Academy serves children, families, and the community through exceptional education and bold expectations that empower children to overcome barriers.



PRESS RELEASE

Washington University in St. Louis's Strive for College program pairs undergraduate students with City Academy alumni. Students meet two Saturdays per month for intensive and personalized academic support. City Academy alumni and 50 college students participate in the program that includes tutoring and other educational resources.

About BLUBERYL:

BLUBERYL's strengths-based productivity coaching programs empower students and professionals to identify, prioritize, and master specific organizational skills for measurable results. Its proprietary methodology incorporates a strategic view of each client's cognitive strengths combined with precisely developed products to increase personal productivity. Founded in 2011, BLUBERYL has offices in St. Louis and Boston. For more information, please visit: www.bluberyl.com.