
EverFi Partners with Neustar to Bring African-American History Into the Classroom

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WASHINGTON, D.C., February 13, 2015 – [EverFi](#) today announced a new initiative to honor diversity and inclusion in the classroom during African-American History Month, and beyond. [Neustar](#) has partnered with leading education technology company EverFi to launch the *306 – African-American History*[™] program in K-12 schools. The digital course is designed to teach and inspire students with the stories and themes of African-American women and men throughout history.

“Too often, African-American History Month is simply a copied worksheet, a dated video, a school assembly, or a poster on the wall,” said EverFi CEO Tom Davidson. “We must do more. Through 306, we want to capture the imagination of a new generation of students – to inspire them with stories of grit, strength, intellect, and creativity that they can take with them on their own life journey. We are excited to partner with Neustar on this important project.”

The 306 course was developed in collaboration with Dr. Clayborne Carson, Professor of History and Director of the Martin Luther King, Jr. Research and Education Institute at Stanford University. Through the use of EverFi's technology and instructional design expertise, historical events in African-American history come to life using engaging digital media, personalized learning simulations, and robust assessment. The course's capstone activity is a short analytical reflection essay that invites students to examine selected topics from the course.

“During African-American History Month and throughout the year, it is important that we educate students on the powerful lessons of the many remarkable women and men who shaped America,” said Richard Louis, Vice President, Corporate Social Responsibility at Neustar. “We are excited to extend our partnership with EverFi to make this inspiring course available to students in California, Virginia and Kentucky.”

In addition to 306, Neustar sponsors [My Digital Life](#), a digital literacy course provided to elementary and middle school students across three states, including California, Kentucky and Virginia.

About Neustar

Neustar, Inc. (NYSE:NSR) is the first real-time provider of cloud-based information services and data analytics,

enabling marketing and IT security professionals to promote and protect their businesses. With a commitment to privacy and neutrality, Neustar operates complex data registries and uses its expertise to deliver actionable, data-driven insights that help clients make high-value business decisions in real time, one customer interaction at a time. More information is available at <https://www.neustar.biz>.

About EverFi

EverFi Inc. is the leading education technology company focused on teaching, assessing, and certifying K-12 and college students in the critical skills they need for life. The company teams with major corporations and foundations to provide the programs at no cost to K-12 schools. Some of America's leading CEOs and venture capital firms are EverFi investors including Amazon founder and CEO Jeff Bezos, Twitter founder Evan Williams, Rethink Education, New Enterprise Associates, Inc. (NEA), and Tomorrow Ventures (the investment arm of Google Chairman Eric Schmidt). Learn more at www.everfi.com.