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## Neustar Announces Partnership with Girl Scouts of Kentuckiana to Bring STEM Programs to Girls

Apr 9, 2014

Louisville, KY – Neustar, a trusted, neutral provider of real-time information and analytics, today announced a new partnership with the Girl Scouts of Kentuckiana to inspire young girls to pursue careers in science, technology, engineering, and mathematics (STEM). Neustar has joined with leading education technology company EverFi to bring the *My Digital Life* digital learning platforms to up to 4,000 Girl Scouts across Kentucky and Southern Indiana over the next year.

“Sponsoring *My Digital Life* for the Girl Scouts of Kentuckiana gives young women an opportunity to discover an industry that needs their knowledge and talent,” said Neustar President and CEO Lisa Hook. “Encouraging more women to join the STEM field needs to start at a young age, and Neustar is proud to partner with EverFi and the Girl Scouts to inspire girls for bright and successful futures.”

Developed by EverFi, the *My Digital Life* program teaches technology responsibility in the digital age. While the digital tools of today’s generation offer great new opportunities, they also present new dangers when it comes to protecting safety and privacy. *My Digital Life* program will be used by the Girl Scouts of Kentuckiana, resulting in up to 100 troops and 4,000 Girl Scouts being able to use the program.

“The Girl Scouts are proud to teach critical skills that prepare and inspire our girls,” said Girl Scouts CEO, Lora Tucker. “This partnership with Neustar will help send the message that STEM careers can help fulfill girls’ desire to solve problems and make the world a better place.”

As part of the initiative, *My Digital Life* will be used in tandem with the Girl Scouts’ existing STEM related initiatives, such as the Imagine Engineering workshop and the MEdia Journey program. Cadette Girl Scouts (ages 9-13) will be implementing *My Digital Life*, while Senior Girl Scouts (Ages 14-16) will utilize the STEM readiness program *Radius*.

*Radius* is a highly interactive digital STEM program that uses online gaming and simulations to teach critical technology and coding skills, ignite interest in STEM, and expose students to STEM career opportunities.

“The Neustar and Girl Scouts partnership provides an opportunity for girls to apply concepts they’re learning in

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math and science to real-world situations - thereby making these subjects more relevant,” said EverFi founder and CEO Tom Davidson. “Now not only will they be receiving a physical badge on their vests, but they’ll also earn a digital badge in recognition of their accomplishments in the program and their success to come.”

### **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 [www.neustar.biz](http://www.neustar.biz).

### **About Girl Scouts of Kentuckiana**

Organized in 1923, Girl Scouts of Kentuckiana (GSK) serves over 700 zip codes throughout Kentucky and Southern Indiana. Headquartered in Louisville, GSK serves about 1,800 troops with 5 Program Learning Centers throughout the service area. Girl Scouts mission is to build girls of courage, confidence, and character, who make the world a better place. [www.gskentuckiana.org](http://www.gskentuckiana.org)

### **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](http://www.everfi.com).