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NBC's Nightly News with Brian Williams "Making a Difference" Segment Features Everybody Wins! DC

Washington, DC (April 22, 2010) - Everybody Wins! DC (EW!DC) the largest children's mentoring and literacy non-profit in the Washington Metropolitan Area was featured on NBC's Nightly News with Brian Williams "Making a Difference" segment on April 21, 2010. The "Making a Difference," profiles ordinary people doing extraordinary things, helping neighbors -- or even complete strangers -- in these tough economic times and the segment highlighted EW!DC's Power Lunch program

EW!DC Reading Mentors including US Senator Tom Harkin (D-IA) and Vicki Kennedy highlighted the joy and benefit they experience through EW!DC's mentoring and literacy program.

Everybody Wins! DC's Founder and Executive Director Mary Salander notes the importance of the Power Lunch program "There is an urgent need to reach the students in our nation's capital who are often shut out of opportunities because of their poor literacy skills. We are very proud that we provide fun and impactful programs that brighten our student's futures by opening new doors for our students through enhanced reading skills and improved self confidence by bringing a positive and consistent role model into their lives."

The impact of EW!DC's program is demonstrated in pre and post program assessments and through an evaluation sponsored by the US Department of Education. For example During the 2008-2009 school year EW!DC programs demonstrated clear gains in the areas of: Reading comprehension and fluency; Vocabulary ; Interest in Reading; Participation in class; Social interaction with peers and more. A U.S. Department of Education-sponsored evaluation of EW!DC's program showed statistically significant gains for students whose reading levels were among the lowest citywide.

EW!DC reaches nearly 4,000 underserved students in 32 Title I public elementary schools throughout the metro region. EW!DC's mission remains simple and straightforward yet can bring about profound change: Expose children to literature, give them a positive role model, inspire them to read, and you will make a difference. EW!DC's Power Lunch program brings together more than 1,200 volunteer Reading Mentors from 108 organizations and more than 115 Congressional Offices & Committees.

For more information visit www.everybodywinsdc.org or call Vinny Hughes at 202-347-9467, ext. 17.

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