



## **K12 Inc. Announces Operation Lemonade – A Nationwide Effort in Support of Alex’s Lemonade Stand Foundation and the Fight Against Childhood Cancer**

May 6, 2008

Thousands of K12 kids across the U.S. will host lemonade stands to raise money and help make a difference in the world

Herndon, VA, May 6, 2008 – K12 Inc., ([www.k12.com](http://www.k12.com)) the nation's leading provider of K-12 online school programs, is mobilizing thousands of kids across the country to join in the fight against childhood cancer. On Saturday, May 31 and Sunday June 1, 2008—K12's Operation Lemonade Stand Weekend—thousands of K12 parents, kids and teachers will host lemonade stands in their neighborhoods to raise money for Alex's Lemonade Stand Foundation, a leading national charity that has raised over \$19 million for pediatric cancer research.

The response has been overwhelming. Already, more than 1,500 stands have been registered across the country and the numbers continue to climb everyday! Operation Lemonade is the largest end-of-the-school year event sponsored by K12.

The inspiration for Alex's Lemonade Stand Foundation ([www.alexlemonade.org](http://www.alexlemonade.org)) began in July 2000 when a beautiful four-year-old cancer patient named Alexandra "Alex" Scott announced she was holding a lemonade stand to raise money to help her doctors find a cure for kids suffering with cancer. For the next four years, despite her deteriorating health, Alex held lemonade stands to raise money for childhood cancer research. On August 1, 2004, Alex died peacefully at the age of eight, but not before raising more than one million dollars. Her legacy continues today through Alex's Lemonade Stand Foundation. The Foundation will host its own national weekend entitled Lemonade Days, June 6-8, when an estimated 10,000 volunteers will host over 2,000 Alex's Lemonade Stands around the nation.

"It is evident through our work that Alex's Lemonade Stand Foundation believes in kids helping kids," said Jay Scott, Alex's father. "We are so pleased to watch K12 mobilize thousands of children across the country. It is truly exemplary of our vision and highlights how our supporters continue to help raise awareness and funds in the fight against childhood cancer."

Last year, Alex's parents, Jay and Liz Scott spoke at K12's Making Waves Conference in Philadelphia, PA. The weekend conference brought together sixty-four K12 students from across the country to participate in an exciting program that teaches kids the values of leadership, teamwork, and community service. Since then, K12 has adopted Alex's Lemonade Stand Foundation as its primary charitable organization and developed Operation Lemonade as the company's first major nationwide service project involving K12 parents, kids, teachers, and staff. The spirit of the cause—that little ripples can make huge waves—reflects K12's core mission to help change the world by making an exceptional education available to every child regardless of geographic, financial, or demographic circumstances.

"K12 is proud to support the mission of Alex's Lemonade Stand Foundation and help contribute to the fight against childhood cancer," said Ron Packard, Founder and CEO of K12 Inc. "We are devoted not just to building strong minds, but strong character as well, and we are thrilled to see how K12's Operation Lemonade is being embraced by so many families and schools. We believe this nationwide service project will inspire many children and leave an indelible impression on them that they really can make a difference in the world—one lemonade stand at a time."

### **K12 Kids Make a Difference in the World**

Operation Lemonade is only one example of how many of the 40,000 K12 kids across the country are volunteering, serving, and changing the world!

After Hurricane Katrina, ten-year-old Zach Bonner, a fourth-grade student in the K12 Florida Virtual Academy, wanted to do something to help the victims. Zach decided he would begin collecting water and supplies in his neighborhood to send to the impacted areas. Four months and 27 truckloads of water and supplies later, he wanted to expand his service to help more people in need. So he started the Little Red Wagon Foundation ([www.littleredwagonfoundation.com](http://www.littleredwagonfoundation.com)), which raises money and supplies for homeless or suffering families, particularly kids.

Last November, Zach walked 280 miles in 23 days from Tampa to Tallahassee to raise money and awareness for National Homeless Youth Awareness Month.

In February, Zach received the "Volvo for Life" Butterfly Award, which was named after its first recipient, Alex Scott. For his efforts,

Zach received a \$25,000 donation to his charity and a trip to New York City where he was joined by Jay and Liz Scott and honored at an awards ceremony.

Like Zach, many other amazing K12 kids across the U.S. are contributing in their local communities through charitable works and service projects.

#### About K12

K12 Inc., a technology-based education company, is a leading provider of individualized, one-to-one education programs to public and private online schools, classrooms, and directly to families.

K12 is the nation's leader in K-12 online school programs. K12 provides its curriculum and academic services to more than 40,000 students in 17 statewide online schools and other e-learning programs across the country. K12's mission is to unleash children's potential and maximize their success in life by providing access to an engaging and effective education regardless of geographic, financial, or demographic circumstances.

K12 offers education solutions for students using an outstanding, highly effective curriculum that enables mastery of core concepts and skills for students of all abilities. The K12 program combines a cognitive research-based curriculum with an individualized learning approach for online schools and other educational applications.

More information on K12 and Operation Lemonade can be found at [www.K12.com](http://www.K12.com).

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