

FOR IMMEDIATE RELEASE

“GOALS MATTER” VIDEO AND ESSAY CONTEST WINNERS ANNOUNCED

eScholar Announces the Winners of a Nationwide Student Contest Focused on Individual Goal-setting.

White Plains, NY, May 28, 2014 - eScholar®, a leader in data solutions for personalized education, is pleased to announce the winners of the “Goals Matter” video and essay contest. eScholar selected four students as winners based on the quality of the video or essay they submitted to express how their individual approach to goal-setting and achieving plays a role in their educational success.

eScholar received creative videos and essays from over 300 students across the country, more than double last year’s entries. The two winning videos were created by students in Utah and New York. The two winning essay were from students in New York and North Carolina.

“Goals Matter” is the continuation of the annual eScholar student contest. Launched in 2013, the annual eScholar student contest is an engagement initiative that provides an avenue for students ages 8 to 17 to share their reflections and opinions with an audience beyond their classrooms. This year’s contest asked students to express their aspirations and experiences setting and achieving their goals. Students were encouraged to submit an essay or a video summarizing their goal-setting journey in response to the following questions:

- What is a goal that you want to accomplish and why?
- What motivates you to achieve this goal?
- How do you plan on reaching this goal?
- Who has encouraged you to reach for this goal?
- How will your education help you reach your goal?

Winners in the video category are:

- Isaac W., 10, Utah, First place in the 8-12 category
- Mikayla M., 17, New York, First place in the 13-17 category

Winners in the essay category are:

- Anna V., 11, New York, First place in the 8-12 category
- Zakiyyah M., 15, North Carolina, First place in the 13-17 category

Contest finalists:

- Chloe M., 10, New York, Video
- Christian S., 16, Illinois, Video
- Jack G., 17, Maine, Video
- Kelsey X., 12, New York, Essay
- Faith M., 16, New York, Essay
- Alissa W., 17, New York, Essay

The winners and finalists were selected based on how they answered the questions, their thoroughness, and overall heart-felt authenticity, enthusiasm, and inspiring personal message in their entries. These students presented an impressive and unique perspective on why their goals matter to them.

Each of the four winners will receive an iPad mini and a \$100 Visa gift card to their teacher. Winning entries will be available on [eScholar's website](#). eScholar congratulates the winners and thanks all the students who participated in the contest, along with those who supported them.

"This contest is about encouraging students to set goals that are relevant to their individual education," said eScholar Founder and CEO Shawn Bay. "Each student has a personal goal. Inviting students to express and share their goals and opinions helps them become closer to their individual achievements. Their unique insight brings us a step closer to helping students succeed in their educational pursuit. It's inspiring to all of us."

About eScholar

eScholar is the leader in education data solutions. Since 1997, eScholar worked with educators to deliver personalized education to 20 million students in 5,000 school districts across 13 states. First in the nation to develop a data warehousing system specifically for schools, eScholar's award-winning products set the standards as the industry's most comprehensive platform for data integration and data quality management. eScholar Complete Data Warehouse®, eScholar Uniq-ID®, eScholar myTrack®, enable school districts, local and state education agencies to achieve their data initiatives and help individual students succeed. Learn more at www.escholar.com and join the conversation on [Twitter](#), [LinkedIn](#), and [Facebook](#).

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