

## FOR IMMEDIATE RELEASE

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### AYS Celebrates 40 Years of Empowering Hoosiers

**Indianapolis, IN – October 22, 2020** – On October 22, 2020, [At Your School, Inc. \(AYS\)](#) will launch its [40<sup>th</sup> anniversary](#) fundraising campaign to celebrate four decades of helping Hoosier families go further. The campaign will launch concurrently with the observation of National Lights On Afterschool Day, a day designated to shine a light on the importance of afterschool programs in communities across the United States.

The theme of AYS' 40<sup>th</sup> anniversary campaign is a treasure hunt adventure. Over the next year, AYS will highlight key discoveries, share stories from alumni, staff, parents, board members, and partners and showcase the exploration that occurs within programs on a regular basis. Students will participate in treasure-themed activities at their programs, which will be highlighted on social media using the hashtag #TreasuresOfAYS.

“AYS has been stepping up to support central Indiana families for 40 years, and this year has certainly been no exception” said Chrystal Struben, President and CEO of AYS. “While many organizations closed their doors early in the COVID-19 pandemic, we collaborated with community partners to keep our lights on and continue serving working families who needed a safe place to take their children for the day. Our 40<sup>th</sup> anniversary campaign will serve as a celebration of our evolution in the past four decades and a tribute to everyone who has helped us reach this point. With the help of our donors, this campaign will allow us to ensure our tradition of empowering central Indiana families for the next 40 years.”

The main goal of the campaign will be to raise funds for AYS' [Ellen Clippinger Financial Assistance Fund](#), which enables low-income, working families to send their kids to AYS programs with the help of financial assistance. Donors who give \$1,980 will join The 1980 Club and will receive a special gift box full of limited edition treasures to commemorate 40 years of AYS, including a keepsake from an AYS student and a ticket to AYS' 2021 Lights On Luncheon. Donations can be made at [www.ayskids.org/donate](http://www.ayskids.org/donate).

**At Your School, Inc. (AYS)** is a nonprofit, leading out-of-school time provider in central Indiana. For 40 years, AYS has served working families in the community, providing parents with the freedom to focus on their careers while their kids receive the academic and social-emotional support they need when school is not in session. AYS partners with school districts to operate high-quality before- and after-school programs, whole day programs, break camps, summer camps, emergency pop-up programs, and e-learning programs within school buildings. At AYS, kids get help with their homework, time with their friends, plenty of physical activity, and healthy snacks. Keeping kids safe is the top priority of AYS, and programs follow CDC and FSSA guidelines, as well as state and national out-of-school time standards to ensure the safety of all children and staff.