



## NEWS RELEASE

FOR IMMEDIATE RELEASE

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### **Brightside Academy Appoints Letta Simon as Vice President, Academy Operations**

**(Pittsburgh, PA, September 4, 2012)** – Brightside Academy, a leader in child care and early education, today announced that Letta Simon has joined its company as Vice President, Academy Operations. This position is part of Brightside Academy’s purpose to provide all families access to an excellent early educational experience.

The addition of this senior-level executive will increase the Pittsburgh-based company’s capabilities in connecting families to early education and child care services. Simon brings more than 13 years of experience in education operations to Brightside Academy. In her role, Simon will be responsible for all of the company’s academy operations across Pennsylvania, Ohio and New York and will serve as a member of its Functional Leadership Team, reporting to CEO Mark Kehoe.

“We are confident Letta will be a tremendous asset to our team,” said Kehoe. “Letta is joining our company during a period of growth in the New York marketplace and will serve as a trusted advisor as we continue to evolve and expand.”

Simon joins Brightside Academy from EverFi, Inc., a K-12 education technology company specializing in the delivery of critical life skills curricula. In addition, she held the position of Vice President, Institutional Services at Educate, Inc., a Sylvan Learning company, where she was responsible for the supplemental education services as required by No Child Left Behind regulations and all of the U.S. operations and growth activities. Simon also was a consultant for the State of Maryland providing training and implementation support to Head Start sites. She earned her BA in Communication Studies from Morgan State University in Baltimore, Maryland.

“Adding Letta to our team enhances our capabilities in delivering the Brightside Academy experience to new and existing families who utilize our services,” said Kehoe. “Letta is a recognized education and operations professional who brings program management expertise and project management strategic planning skills to achieve growth expectations and objectives.”

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Brightside Academy is a leader in child care and early education that provides all families access to an excellent early educational experience. With 20 years of experience, Brightside Academy operates academies in multiple cities in Pennsylvania, Ohio and New York. Brightside Academy is headquartered in Pittsburgh, PA. For more information, visit [BrightsideAcademy.com](http://BrightsideAcademy.com). Like us on Facebook at [facebook.com/brightsideacademy](https://facebook.com/brightsideacademy). Follow us on Twitter [twitter.com/bsafamily](https://twitter.com/bsafamily).