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EDUCATION IS FREEDOM NAMES MARCIA PAGE PRESIDENT AND CEO

DALLAS (May 7, 2010) – Leaders from Education is Freedom (EIF), a nonprofit college-readiness program based in Dallas, have named Marcia Page to serve as its president and CEO. Page will assume her duties immediately.

“We are excited to have Marcia lead our efforts. She is a proven achiever and will enable Education is Freedom to continue its phenomenal results,” said David Biegler, EIF’s Chairman of the Board.

Page previously served as president and CEO at the Foundation for Community Empowerment as a loaned executive from Texas Instruments. As the driving force behind the highly successful Dallas Achieves school reform project, she personally took on the mission of addressing early childhood issues, a pipeline for school success. She spearheaded the highly successful Dallas Achieves school reform pilot project on 26 DISD campuses in South and West Dallas.

“At Education is Freedom, I will have the chance to pursue the same goal in a whole new way and at a different level,” said Page. “I’m very impressed with EIF’s highly concentrated and finely honed program that has shown outstanding success in helping Dallas ISD high school students develop the attitudes and skills needed to succeed in college.”

Although Page found it gratifying to engage in transformation work at the systemic level, she adds that she’s “eager to make a difference in the lives of specific students whose names I can know and whose stories I can help to write.”

She acknowledges that EIF has built a tremendous base of support throughout the community, and she looks forward to enhancing and expanding those key partnerships even further. She also hopes to expand the program to other school districts in North Texas and outside the state.

“I’m thrilled to have this opportunity to continue to work in the area that has become my passion over the past five years -- seeing that students in every part of our community get the kind of education that will serve them well throughout their lives,” said Page.

Marcia Page received her Bachelor of Science in business administration from the University of Nebraska, Omaha and has completed executive education programs at Harvard University and the University of Indiana.

Dr. Marcus Martin, who served as president and CEO prior to Page, will return to academia to pursue his passion in higher education.

“We appreciate the advances made by Dr. Marcus Martin during his tenure as our CEO,” said Biegler. “We wish him well as he returns to teaching.”

About Education is Freedom

Education is Freedom (EIF) is a nonprofit organization designed to eliminate the barriers to higher education and promote equality of opportunity in college attendance. Its local comprehensive, school based program, EIF Dallas, prepares middle and high school students for college by requiring that they maintain a strong grade point average, participate in Advanced Placement courses, minimize absences and participate in other preparatory activities. In return, students receive guidance, mentoring and help applying to college and finding financial support for their college careers. Currently, EIF Dallas is offered at 16 Dallas Independent School District (ISD) high schools and 6 middle schools.

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