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**FOR IMMEDIATE RELEASE**

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**Gesell Institute Enters Contest To WIN \$5,000 Toward Fulfilling Mission**

**New Haven, CT (February 7, 2011)** – Gesell Institute needs your help! Throughout the month of February **Gesell Institute of Human Development**, an independent nonprofit organization located on Yale University’s campus, has the opportunity to win the \$5,000 grand prize of **GuideStar-KIMBIA Winter 2011 Nonprofit Giveaway**. GuideStar USA, Inc., the leading source of nonprofit information, and KIMBIA, who empowers nonprofits to increase their online fundraising efforts, have teamed up to offer this generous gift, which could help Gesell Institute accomplish its mission by helping to fund the production and national distribution of their electronic Proceedings from their very successful **LEAD (Learn, Educate, Advocate, Do!) Conference** in October 2010. People left this day-long event with a feeling of renewed commitment to ensuring that young children, birth to age 8, get the best start in both their life and education.

The Proceedings will be a series of white papers and audio podcasts from conference keynote speakers and panelists, a publically televised and professionally made video summary of the conference, and a complete Tool Kit sharing advice and guidelines on how people can begin to discuss education reform in their own schools and districts. **The Institute’s main objective is to offer the Proceedings to everyone across the country for FREE.**

To help Gesell Institute win the \$5,000 you do not need to make any monetary donation, but Gesell hopes you will only **donate a few minutes of your time to write a personal review** of your past experience or interaction with the Institute since its inception in 1950. All individuals who are not paid employees are eligible to write a review. There is no word limit. Whichever nonprofit has the highest total of reviews placed on their organization’s GuideStar contest profile by the end of February 2011 wins this giveaway. **It is that simple!**

“This is a wonderful opportunity to help us further impact and spread the understanding of early childhood development, and the social-emotional need for more PLAY in America’s classrooms. If we win, every dollar will be put towards the betterment of our nation’s children,” proudly stated Dr. Marcy Guddemi, Executive Director of Gesell Institute. Dr. Guddemi, and everyone on the Institute staff, is very excited for this new initiative and opportunity.

“If every Gesell Institute alum, supporter, workshop or seminar attendee, LEAD Conference speaker, sponsor and guest would take a few short minutes to write a review at no cost to them, we know we could be a strong contender in winning the GuideStar-KIMBIA Nonprofit Giveaway” agrees Linda Calarco, the Institute’s Board of Directors President. Winning this prize will help Gesell Institute educate school districts and communities on how to create conversations that can generate real education reform across Connecticut and the country.

Your reviews will benefit their cause, but time is limited. This giveaway began on February 1, 2011 and **concludes on February 28, 2011 at 11:59pm EST**. To write reviews on behalf of Gesell

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Institute of Human Development please go to our **Contest Profile Page**: <http://bit.ly/ekx07w> or the same link can be accessed through our **Facebook** and **Twitter** accounts. Contest Rules and Regulations can also be found there. Each reviewer is limited to writing and posting only one review per organization participating in this contest.

Gesell Institute of Human Development is an independent non-profit organization associated with how children grow and learn since 1950. The work of Arnold Gesell, PhD, MD, (1888-1961), founding Director of the Yale Child Study Center in 1911, founding member of the organization known today as NAEYC, and the Institute's namesake, had a profound influence on the field of child development. Based on Gesell's pioneering work documenting infant and child growth and development during the first half of the century, Gesell programs and publications have been helping parents and educators understand the ages and stages of childhood for the past 60 years. Professional development and parent workshops cover a broad range of topics regarding child behavior, healthy growth and development, and positive learning outcomes. For additional information and resources, visit [www.gesellinstitute.org](http://www.gesellinstitute.org).

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