



March 11, 2016

MEDIA CONTACT

Sara Isaac

sara.isaac@saltermitchell.com | 407-619-2426

**WINNERS OF A NATIONWIDE CHALLENGE FOR 21ST CENTURY LEARNING
ANNOUNCED AT SXSWedu**

Eight cities selected to join LRNG movement to expand learning opportunities to all youth

AUSTIN, Texas — Today at [SXSWedu](#), LRNG announced eight winners of the national City Challenge. San Diego, San Jose, and West Sacramento, CA; metro Columbus and Springfield, OH; Kansas City, MO; Rochester, NY; and Philadelphia, PA, will become the newest [LRNG Cities](#), each receiving a grant of up to \$50,000, made possible by support from the [Fossil Foundation](#), to begin networking learning opportunities in their communities.

[LRNG](#) is a new, youth-centered movement focused on turning learning into a lifestyle. With LRNG, young people can pursue their passions, connect with peers and mentors, and access new paths to college and career.

LRNG is working to close the nation's opportunity gap by reaching teens and young adults who are locked out of traditional paths to success. LRNG is powered by [Collective Shift](#), a new nonprofit supported in part by the [John D. and Catherine T. MacArthur Foundation](#) and dedicated to redesigning social systems for the connected age.

With its new technology platform, LRNG enables cities to network their existing learning resources — like schools, libraries and community centers — and connect young people directly to in-person and online activities in their communities. Young people in LRNG Cities can also access high-quality online content, including learning experiences called Playlists that are designed by the national LRNG team and partners such as EA, Best Buy, Fossil Group, Gap, #YesWeCode and We.org.

LRNG summer programming kicks off in June to [prevent summer learning loss](#) and [encourage workforce development](#) through partnerships with summer jobs programs.

The eight winners will join ongoing LRNG Cities in Chicago, Dallas, Pittsburgh and Washington, D.C.

“This announcement is both thrilling and humbling because it builds on a decade of hard work, research and design thinking about what learning can and should look like in the 21st century,” said LRNG CEO Connie Yowell. “We’re working with partners from many sectors to ensure all young people have the opportunity to pursue their passions, develop their full potential, and find



their own unique paths forward to higher education, career opportunities and engagement in their communities.”

Yowell made the announcement in her talk, “[Learning as a Lifestyle: Passion, People, Purpose](#),” during the closing remarks at SXSWedu.

Yowell also announced two related developments that will support the spread and impact of the LRNG movement. The [2015 LRNG Innovators Challenge](#), a partnership between [John Legend’s Show Me Campaign](#) and the [National Writing Project](#), awarded 11 grants of \$20,000 each to help classroom teachers connect in-school and out-of school learning.

In addition, this year’s [Digital Media and Learning Competition](#) — a MacArthur-supported effort to encourage learning innovation — will focus on Playlists for Learning, a \$700,000 open challenge to create online content that promotes practical 21st century skills, like coding, design and data science, as well as higher-order competencies such as collaboration, communication and problem solving. These Playlists will be compatible with the LRNG technology platform, as well as other online content providers.

For more information about LRNG, visit [about.LRNG.org](#) and follow @WeAreLRNG on Twitter.
###

About Collective Shift

Collective Shift is a nonprofit dedicated to redesigning social systems for the connected age. Collective Shift’s first endeavor is LRNG, a movement that closes the opportunity gap by transforming how young people access and experience learning, and the paths they can take to success. For more information, visit [CollectiveShift.org](#).