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FOR IMMEDIATE RELEASE

Texas PTA and Dallas-based RoboKind Announce New Partnership

Austin, TX (7/17/19) — Texas PTA is the largest child advocacy association in the state and second largest statewide PTA in the nation. The association commits itself to serving the needs of all students. For this reason, Texas PTA recognizes the value Dallas-based company RoboKind can bring to Texas public schools. Therefore, the PTA is establishing a new partnership with the robotics company – whose mission is to support diverse and inclusive education for all students.

It was an “easy decision,” according to Texas PTA President Sheri Doss. She explains, “Texas PTA celebrates the gifts and talents of all of our students. And many of their needs are addressed by RoboKind’s cutting-edge technology. We are excited to partner with a company whose mission aligns with our own.”

More than half a million Texas PTA members proudly live out the national PTA motto of “Every child. One Voice.” And their programming and top priorities clearly reflect this sentiment by putting it into action. From the Reflections program celebrating student artists of all abilities to PTA-hosted science and math events in schools across the state, Texas PTA and its 2,000-plus campus PTAs work to enrich students’ lives and complement their learning. RoboKind’s two products, robots4autism (R4A) and robots4STEM (R4S), developed with the help of experts in the Autism Spectrum Disorder and STEM communities, will help many Texas students navigate their unique needs.

“Milo may be a robot, but the work he helps students and educators accomplish is all about connecting students to the human beings around them,” said Richard Margolin, Chief Technology Officer and co-founder of RoboKind. “We couldn’t be more honored that Texas PTA, an organization that does so much good work building school communities with a foundation of human connections between students, parents, and educators, recognizes the value Milo and his curriculum can bring to strengthening those relationships.”

This new partnership will be officially unveiled at Texas PTA’s premier summer event, LAUNCH, on July 19, 2019, at The Gaylord Texan in Grapevine. Texas PTA President Sheri Doss will introduce Milo, RoboKind’s R4A bot, during the association’s Annual Meeting to a room full of PTA leaders and volunteers. The announcement also brings additional and equally exciting news. A drawing at LAUNCH will award two PTAs with one bot each for their school districts. A third

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bot will be given away later in the fall during Texas PTA's annual President's Challenge to grow statewide membership.

"The start of a new school year brings with it much anticipation for big things to come," says Sheri Doss. "We know RoboKind will bring big things to many of our PTA school districts and create lasting impact in the lives of our students. We look forward to spreading the word about Milo, Jett, and Robin!"

About Texas PTA:

[Texas PTA](#) is the largest child advocacy grassroots association in Texas with over 515,000 members. From parents to grandparents and educators to community leaders, Texas PTA has a diverse volunteer base who all share a special interest in our students and schools. The association's mission is to make every child's potential a reality by engaging and empowering families and communities to advocate for all children.

About RoboKind:

[RoboKind](#) is a Dallas-based company whose mission is to create cost-effective and inclusive education for all. Working closely with the ASD community, RoboKind has developed [robots4autism](#) and Milo, the most advanced, facially expressive humanoid robot, who has proven effectiveness in engaging learners with ASD at 80% as opposed to the 3% for traditional therapy. Milo never gets tired, never gets frustrated, and is always consistent, which is important when teaching through repetition.

RoboKind founded [robots4STEM](#) to assist students in learning visual programming through the use of a personalized avatar and Jett, the most advanced, facially-expressive robot. Robots4STEM helps students develop fundamental coding and programming skills, and can be easily implemented by educators, without any prior coding experience needed.