



Given the current situation in the world regarding the coronavirus, we thought it was important to share what Ivybrook Academy and their leadership is doing to help everyone involved with the brand. Everyone includes franchisees, children, and employees. Below are some of the action items that Ivybrook has put in place:

**Franchisees:**

- We have been in daily contact with our franchisee base.
- We have been sharing with them action plan items that focus on financing, customer retention and our virtual curriculum plan (see below).
- We have waived royalties and ad fund fees for the next 60 days without being asked by anyone to do so.

**Customers (parents and kiddos):**

- We are not collecting payments from our customers the entire month of April.
- We will be providing enrolled students virtual lesson plans and activities - for parents to do at home with their children.
- We will be creating some Ivy the Owl mascot videos and be posting them how he can't wait to see his friends again soon.
- We will be providing enrolled students a personalized video from their educator (the goal is to continue this every week moving forward as well).

**Employees:**

- We continue to have our entire staff employed.
- We are all working from home and following government recommendations to help combat the spread of the virus.

**General Public:**

- We will be adding a landing page to our website for parents anywhere in the country to have access to ideas and activities to keep their children engaged at home (this will be a lesser quality version of what our Ivybrook customers are receiving).

We have had very minimal loss of customers during this unique time. Our children and their parents are OUR family and community! We had multiple families offer to help with paying our staff while we are virtual. We have a special relationship with our customers and it is being demonstrated at this time. Be safe and take care!

For additional information, please contact:

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