FOR IMMEDIATE RELEASE

CONTACT:
Cynthia Flash
425-603-9520
cynthia@flashmediaservices.com

The Crefeld School introduces Edge Foundation coaching to help bolster the resiliency of their students in times of COVID-19 and online education

Other private schools and professionals who work with students invited to join

PHILADELPHIA, PA. (July 9, 2020): The Crefeld School, a private school in Philadelphia, for the first time is training staff to provide executive-style one-to-one coaching to its diverse student body.

The research and evidenced-based Edge Foundation Coaching Model has proven that providing personalized one-to-one coaching to struggling students with executive function challenges helps them succeed not only in school, but also in the social-emotional aspects of a successful life.

As a result of recommendations for social distancing due to the COVID-19 pandemic, the Edge Foundation has recently moved its in-person coach training sessions to virtual, online training. This allows additional educator and counseling staff from schools in the greater Philadelphia area to participate in the July 20-23, 2020, sessions with Crefeld’s team.

“We’re excited to extend the reach of our program through online training,” said Neil Peterson, a successful businessman who founded the Edge Foundation after seeing how he and his own children benefited from executive-style one-to-one coaching. “Many of the students who benefit from Edge coaching have a range of executive function challenges derived from ADHD, Adverse Childhood Experiences (ACEs) to the new anxiety of online learning in the COVID-19 education environment. The common thread for these students is these types of challenges can impede their ability to reach their full potential. These are the kids we’re focused on. We train school staff and others who work with youth whose executive function challenges inhibit their academic progress and social and emotional learning. Edge coaching empowers young people to realize their full potential.”

The Crefeld School enrolled its staff in Edge coach training to help them reach all students.

“By providing one-to-one weekly 20- to 25-minutes coaching sessions, Edge coaches help students succeed by working with them to develop agency – the ability to successfully act on
their own behalf to solve problems and make good decisions in school and in life,” Peterson said.

Edge Foundation has trained the educator and counseling staff in its Edge Model for coaching at more than 90 schools and organizations in Washington State, Oregon, California, New York and Washington, D.C. The Crefeld School is the first school in Pennsylvania to sign up for Edge coach training.

Why did Crefeld sign up for Edge Model coaching? Because it works. A study by Wayne State University looked at Edge Foundation coaching methods involving students from 10 universities and community colleges. The study was the largest and most comprehensive study of ADHD coaching conducted to date. The research team determined that the Edge Coaching model was four times more effective than any other educational intervention in helping students improve executive functioning and related skills as measured by the Learning and Study Strategies Inventory. (LASSI; Weinstein and Palmer, 2002).

Schools and individual teachers are required to produce results, close performance gaps, boost achievement and reduce drop-out rates. Edge coaching can help them achieve success with all students.

Additional schools, organizations or individuals that work with students interested in joining the July 20-23 online training session should contact Denise von Pressentin at 206-632-9497 (D), 206-390-0251 (M), 888-718-8886 or dvonpressentin@edgefoundation.org.

**About the Edge Foundation:** The Edge Foundation aims to give each student a coach so they can complete their education, realize their full potential and pursue their passion. The foundation focuses on children, teens and young adults at risk of dropping out of school - non-traditional learners with executive function challenges that can come from ADHD and Adverse Childhood Experiences. Learn more at www.edgefoundation.org.

**About The Crefeld School:** The Crefeld School is an independent, gender-inclusive day school serving grades seven through 12. Accredited by the Pennsylvania Association of Independent Schools and the Middle States Association of Colleges and Schools, The Crefeld School serves about 100 students with class sizes averaging between seven and 15. The Crefeld School was established in 1970 and is located in the Chestnut Hill section of Philadelphia.

##