

FOR IMMEDIATE RELEASE

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HOT OFF THE PRESS! PRESSTO PARTNERS WITH MAYOR LUCAS TO BRING JUNIOR JOURNALIST PROGRAM TO KANSAS CITY STUDENTS

Program Supports Media Literacy, Better Writing, and a Meaningful Connection to the Community Through the Lens of Journalism

[KANSAS CITY, MO] – [Pressto](#), the recently launched EdTech platform that engages kids to write more often and to write better, is thrilled to announce a partnership with Mayor Quinton Lucas to launch the [Junior Journalist](#) program in Kansas City. The initiative invites students to report on briefs, alongside other members of the media that come directly from the Mayor's office. Pressto is actively seeking teachers across Kansas City to participate in this impactful and immersive experience to engage their students in the community, learn the value of building a great story and to share their voice because it matters.

"Giving our young people access to a real-world platform is essential to molding them into involved and informed community members. I'm pleased to participate in this impactful program, exposing Kansas City students to career exploration, while strengthening their writing and story-telling skills," said **Mayor Quinton Lucas**. "I'm looking forward to the many stories our students will tell."

Each month, teachers from participating schools will have access to briefs from the Mayor's office. Whether it's about reporting the story or producing an opinion piece, 200 - 300 word stories are meant to showcase the application of learned skills to real world experiences.

"We really want to encourage young people to get involved in journalism as early as possible," said **Pressto Founder Daniel Stedman**. "By collaborating with Mayor Lucas' office, we are able to provide kids with a different perspective of a public figure, and offer a way to show how fun writing can be."

Pressto's proprietary technology is designed to transform the way youth understand media by helping students develop a healthy relationship with what they consume and create, and ultimately, the narrative that they then put out into the world. The platform also begins to prepare students for a future of work where "creator skills" like publishing, sharing and audience development are critical to success. Pressto's primary focus is to engage with schools to implement the program as a supplemental tool that fits any curriculum, across subject areas.

To learn more about how a student, school or classroom can participate in the *Junior Journalist* program, please visit www.joinpressto.com.

ABOUT PRESSTO

Pressto was founded in 2021 by Daniel Stedman, the co-founder of *Brooklyn Magazine* and Northside Media. Stedman volunteered to launch an elementary school newspaper where his son was a student in Brooklyn and found that many student newspaper programs had been abandoned, which was part of his inspiration for creating Pressto. The SaaS platform's proprietary tools teach straightforward educational skills, along with critical thinking and media literacy, helping kids to differentiate between fact and opinion, leaving young people less susceptible to the manipulations of social media and propaganda. Pressto was acknowledged as an [honorable mention in the Education Category of *Fast Company's* 2022 World Changing Ideas Awards](#). To learn more, visit www.joinpressto.com.