



**FOR IMMEDIATE RELEASE**

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**Better Outcomes For Our Kids (BOOK) Announces New Partnership Focusing on  
Schools Tours and Parent Organizations**

*Strategic Plan Embraces Mission to Increase Awareness and Collaborative Partnerships*

**ATLANTA, Georgia – December 12, 2018** – Better Outcomes For Our Kids, Inc. (BOOK) announced a new collaboration focusing on community and parent engagement. These new partners will organize and manage local schools in the Atlanta area. Greg Clay and Otis Threatt, Jr. are Senior Consultants with Lieneur, Inc., a full-service management consulting firm based in Atlanta. They have built a portfolio of work that includes developing customized plans and solutions to drive outcomes for businesses, governmental organizations, colleges and universities, and non-profit organizations. Lieneur, Inc. will focus on leading BOOKATL’s direct engagement with grass-top parents throughout metro-Atlanta, and stakeholders involved in the progressive, K-12 youth education ecosystem. Their work will also entail facilitating school tours, meeting with parent organizations, and building awareness of Quality School options.

“Greg Clay’s thirteen years of experience in leadership development, public policy, fiscal responsibility, and work in diverse communities, makes him an ideal partner for BOOK. Greg’s partner, Otis Threatt, Jr., also has a proven track record in the development of parent and community initiatives through his work with Lieneur, Inc. Their complementary skills and expertise will help BOOK deliver high quality programming and grass-top parent engagement,” said David Mitchell, Founder and Chief Executive Officer of BOOK.

“We’re extremely excited to partner with BOOKAtl because their vision and mission is unique in that they are the only non-profit owned and operated by African Americans focused on K-12 educational advancement for African American children. This important work in the African American community will help raise the issue about the lack of access to quality schools for many children,” said Clay.

Gray Clay, MPA, serves as chairman of the board for Skyview Charter High School, and has served at the senior level of government in several municipalities and states: Gadsden County, FL; Olathe, KS; Wichita, KS; East Point, GA; College Park GA; and, Atlanta, GA. Clay founded the Atlanta Speaks Initiative and has experience in youth and leadership development training through custom programming and facilitation.

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Better Outcomes for Our Kids, Inc. (BOOK) is a nonprofit organization dedicated to increasing the access, awareness and accountability of high quality, publicly funded, educational options for African American children. For more information about BOOK, please visit [www.bookatl.org](http://www.bookatl.org). Follow BOOK on Facebook: [bookatl](https://www.facebook.com/bookatl), Twitter [@book\\_atl](https://twitter.com/book_atl) and Instagram: [bookatlanta](https://www.instagram.com/bookatlanta).