



## Building Tomorrow Raises \$55,000 for Literacy and Numeracy through #RideWithRinus Campaign

First-of-its-kind fundraising campaign rallies fans worldwide in support of education.

**INDIANAPOLIS (May 11, 2022):** [Building Tomorrow](#) today announced that it has raised \$55,000 through its #RideWithRinus campaign, which took place March 30 – May 3 in partnership with Ed Carpenter Racing.

The #RideWithRinus campaign rallied fans of racing, education, and anyone in between to donate \$75 to support Building Tomorrow's programs. In return, Building Tomorrow and Ed Carpenter Racing included their names to the livery of the No. 21 Building Tomorrow Chevrolet, which will be driven by defending champion Rinus VeeKay at the 2022 GMR Grand Prix on May 14.

"We're so pleased that we were able to mobilize so many people from all over the world to participate in this first-of-its-kind campaign. With their support, we are going to be able to enroll nearly 4,000 additional kids in Uganda in our Roots to Rise literacy and numeracy program," said George Srour, Co-Founder and Chief Dreamer of Building Tomorrow.

"I'm really excited to drive the Building Tomorrow car this weekend at the Indianapolis Motor Speedway! It represents so much – my team, my family, and people all over the world who believe in the power of education," said Rinus VeeKay.

A generous Building Tomorrow donor underwrote the sponsorship with the aim of raising funds for Building Tomorrow's work and promoting awareness of the challenges to education in rural Uganda. Ugandan schools were closed from March 2020 to January 2022 – the longest continuous school closure of any country in the world, taking 10 million kids out of school. During that time, Building Tomorrow adapted Roots to Rise for community-based delivery, mobilized thousands of Community Education Volunteers, and launched other programs to ensure rural children could continue their education in the absence of formal schooling.

Fans who donated to the #RideWithRinus campaign can now view their names on the car at [BT.Team](#). Building Tomorrow aims to raise an additional \$20,000 for its programs by the end of the GMR Grand Prix race weekend, and while the livery is now full, anyone who wishes to donate to support Building Tomorrow's programs may do so at [BT.Team](#).

The GMR Grand Prix will air Saturday, May 14 at 3:00pm ET on NBC in the United States and on Ziggo Sport in the Netherlands.

### **About Building Tomorrow**

Founded in 2006, Building Tomorrow works to improve learning for children living in rural, underserved communities throughout Uganda. With the support of 300 dynamic Ugandan university graduates recruited as Building Tomorrow Fellows and a corps of more than 7,000 Community Education Volunteers – residents of the communities in which we work who are passionate about education – we have enrolled more than 55,000 out-of-school children in school, reached some 54,000 learners through Roots to Rise literacy and numeracy camps, and constructed 81 government-aided primary schools nationwide in communities where no formal school previously existed. Building Tomorrow is a non-governmental, not-for-profit organization and is based in Kampala, Uganda and Indianapolis.

### **About Ed Carpenter Racing**

Ed Carpenter Racing (ECR) first entered the NTT INDYCAR SERIES in 2012. The Indianapolis-based race team has proven its versatility by collecting eight wins across each type of track the series competes on – street and road courses, short ovals and speedways. ECR is led by IndyCar's only team owner/driver, Ed Carpenter, three-time pole winner for the Indianapolis 500 (2013, 2014 and 2018). The 2022 season will see the team continue to compete with two full-time entries: the No. 20 BitNile Chevrolet with Conor Daly behind the wheel and the No. 21 Chevrolet, driven by Rinus VeeKay. Carpenter will round out the team's three-car effort on the ovals, campaigning the No. 33 Alzamend Neuro Chevrolet. ECR has been active in the eSports arena as part of the iRX World Championship for the past two years. More information may be found at <http://www.edcarracing.com/>.

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