



XCEL Alameda County
Mark Ayers (510) 792-1614
info@xcelinmath.com

XCEL Santa Clara County
Chris Norwood (408) 945-8003
chris.norwood@xcelinmath.com

FOR IMMEDIATE RELEASE

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**XCEL EDUCATIONAL SERVICES RECEIVES
2010 “BEST OF MILPITAS” TUTORING AWARD**

NORTHERN CALIFORNIA — For the second year in a row, residents of the City of Milpitas have recognized XCEL Educational Services as a *Milpitas Post* “Best of Milpitas” winner—named the city’s best academic tutoring company for 2010. XCEL continues to be an integral part of the Milpitas community by working closely with Milpitas Unified School District, its teachers and principals partnering on achievement gap initiatives and sponsoring special events. XCEL also continues to donate elementary math and reading tutorial services to students of Hispanic, Vietnamese, African-American and other quickly growing at-risk groups. This past year, XCEL launched its “Erase The Gap” awards initiative at several elementary schools (Joseph Weller, John Sinnott and Robert Randall), the two Milpitas middle schools (Thomas Russell and Rancho), Continuation High School (Calaveras Hills) and at the district office level.

Chris Norwood, XCEL Educational Services’ CEO believes that only do our children endure an achievement gap, but there also exists a child-readiness gap that recognizes academic deficiencies in students under the age of five (pre-kindergarten), as well as a college-readiness gap where high school students who are eligible for college are not prepared for the rigor of the academic material.

Commenting on XCEL’s year 2010 in review, Norwood stated, *“We are grateful to the many parents and community organizations who invested the time to recognize XCEL’s dedication to the academic excellence of their children. 2010 was an extremely busy year as we expanded our leadership team and programs to several other cities and school districts to include Livermore, Oakland, San Lorenzo, Hayward, Morgan Hill, San Leandro and San Jose. XCEL’s CEO continued, “Based on the extraordinary need for tutoring services and our passion to bring education to life, we look forward to embedding our philosophy and relationship style of academic coaching throughout the Bay Area for many years to come.”*

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ABOUT XCEL EDUCATIONAL SERVICES:

XCEL is a cost effective K-12 math, language arts and science tutoring and academic coaching service for advanced placement, At-Risk, SES, SIG, NCLB, SAT, PSAT, CAHSEE and student athletes. XCEL Educational Services supports the STEM initiatives of the Greene Scholars Program, LFPI and Math Science Nucleus. XCEL continues to serve Santa Clara and Alameda Counties actively. XCEL was founded by Jarvis Sulcer, Ph.D. in Nuclear Science & Engineering from Cornell University and B.S. in Physics with Minor in Mathematics from Southern University.

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