

FOR IMMEDIATE RELEASE
July 8, 2011



CONTACT
Bekah Atkinson
(301) 592-0567 x12
info@thesienaschool.org



Siena Assumes Leadership Role in International Dyslexia Association *Erik Heyer, founder of The Siena School, to join board of directors*

SILVER SPRING, MARYLAND, July 8, 2011 – The Siena School (“Siena”) announced today that Siena’s founder, Erik Heyer, was appointed to the board of directors of the International Dyslexia Association (“IDA”). The IDA board is a cross-section of individuals concerned with the issues of dyslexia, including some of the nation’s leading dyslexia scientists, educators and researchers. The Siena School becomes one of only five private schools in the nation represented on the board.

“We are very excited to welcome Mr. Heyer and The Siena School to the IDA board,” said Guinevere Eden, Ph.D., president of the IDA board of directors. “In a very short time, Siena has distinguished itself as a national leader in the field of dyslexia education. Erik’s unique



background in business, education and social entrepreneurship will be helpful to us as we work to strengthen and build IDA's programs and services for its members."

"It is an honor and a privilege for Siena to be represented on the International Dyslexia Association's board of directors," said Mr. Heyer. "The fact that IDA is seeking our input at a national level speaks volumes about the incredible job our faculty and staff are doing with the students at Siena. Over the past few years, the team has worked very hard to identify, develop and implement the best educational and operational practices from around the nation. We look forward to sharing our experiences and expertise, and collaborating with our peers in IDA."

About The International Dyslexia Association

The International Dyslexia Association is a 501(c)(3) non-profit, scientific, and educational organization dedicated to the study and treatment of dyslexia as well as related language-based learning differences. It is the oldest such organization in the U.S. serving individuals with dyslexia, their families, and professionals in the field. IDA has approximately 8,500 members - 60% in the field of education and 30% are individuals with dyslexia or parents of children who are dyslexic. The organization operates 45 branches throughout the U.S. and Canada, and has 21 global partners in 18 countries. For more information, please visit www.interdys.org.

About The Siena School

The Siena School is a private day school in Silver Spring, Maryland serving bright, college-bound students with language-based learning differences, such as dyslexia. Siena's staff and board of advisors include distinguished national, state and local education leaders and professionals. The school was established in 2006 and serves students in grades 4 – 12. Siena's program is designed for students with mild to moderate learning needs who are experiencing a

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discrepancy between their academic achievement and intellectual abilities in one or more areas such as reading, writing, oral expression or math. Siena delivers an individualized educational program featuring small class sizes, research-based instructional methodologies, a highly trained staff and an educational environment specifically designed to meet the unique needs of our students. For further information, The Siena School can be contacted at (301) 592-0567 or on the web at www.thesienaschool.org.

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