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Family Dealership Gives a Whole New Meaning to “Being a Good Neighbor”
*Bird Kultgen Ford Supports Technology Foundation to Inspire Educators and Students
and Impact Student Success in Central Texas*

WACO, Texas – Bird Kultgen Ford, a Ford dealership in Waco and longtime neighbor of Education Service Center Region 12, recently donated \$36,000 to the ESC Region 12 Technology Foundation.

"The ESC Region 12 Education Technology Foundation became part of our vision 13 years ago. To present grant money that helps Region 12 schools place instructional technology in the hands of students is an exciting victory," said Dr. Jerry Maze, executive director of ESC Region 12. "We are grateful to Bird Kultgen Ford for supporting schools in their efforts to give all students first-class technology in the classroom."

The Technology Foundation aims to fund [innovative programs](#) that enhance learning through technology and make a difference in the education of students. Grants showcase the diversity of technology – it can be fun and flashy, but it is also an essential tool to bridge barriers in education, inspire collaboration and prepare students for future careers.

“Bird Kultgen Ford is thankful for the opportunity to be a partner in this worthy endeavor,” McDonald said. “We are proud to support the ESC Region 12 Technology Foundation as they get technology directly into the hands of Central Texas students and make it possible for students to have richer, more valuable learning experiences. Our love of teachers, students, and future leaders inspires our commitment to their success in the classroom and beyond. The BK family is honored to serve the institutions that serve these students.”

“As a foundation that limits fundraising in order to avoid competing with school foundations, support from business partners like BK Ford is important to our viability and success,” said Jennifer Marshall-Higgins, director of customer & marketing services at ESC Region 12.

BK Ford, a family-owned and operated car dealership based in Waco, Texas, was established in 1936 by Jack Kultgen and Arthur Bird. Bird Kultgen’s current owners, Claire Kultgen McDonald and Mark Stewart are products of local public schools and are proud to support other local students, McDonald said.

[ABOUT ESC REGION 12 TECHNOLOGY FOUNDATION](#)

#R12Tech#