



**For Immediate Release**

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**BizWorld.org to Honor Coinbase Co-Founder and CEO Brian Armstrong  
*Armstrong to receive Riskmaster Award at annual luncheon on December 11***

San Francisco, CA – December 4, 2014-- BizWorld.org, an international nonprofit providing entrepreneurship programs for elementary and middle school children, will honor Coinbase co-founder and CEO Brian Armstrong at its annual Education Riskmaster Luncheon on December 11 at the St. Regis Hotel, San Francisco.

Brian Armstrong will be presented with BizWorld.org's *Education Riskmaster Award* for his entrepreneurial success. Brian is CEO and co-founder of Coinbase, an international bitcoin wallet that allows consumers and businesses to securely buy, use and accept the digital currency. Before founding Coinbase, Brian worked as a software engineer at Airbnb, where he focused on fraud prevention. Previously, he was the founder of UniversityTutor.com. He holds a Masters in Computer Science and BA in Economics from Rice University.

"Armstrong is a true entrepreneur, seeing a problem as an opportunity and turning an innovative solution into a successful business," said Thais Rezende, CEO of BizWorld.org. "His insight in seeing the future of global commerce and creating Coinbase, now the world's most popular bitcoin wallet, and entrepreneurial success, make him a real inspiration to BizWorld.org students."

Founded in 1997 by Silicon Valley venture capitalist Tim Draper, BizWorld.org challenges and engages elementary and middle school children across the cultural and economic spectrum with fun, hands-on entrepreneurship programs that promote financial responsibility, leadership and teamwork. Since 1997, BizWorld.org has distributed programs that teach these concepts to teachers all over the world. In turn, these teachers have helped more than 500,000 students in over 100 countries develop the critical thinking, leadership, and teamwork skills that will allow them to become the

financially responsible leaders and innovators of tomorrow.

“One of the reasons we’ve made it this far as a company is the innovative, entrepreneurial spirit of our entire team at Coinbase,” said Brian Armstrong, co-founder and CEO of Coinbase. “As we continue to bring bitcoin to more and more people around the world, I hope students will find inspiration in our work and feel empowered to discover that same spirit for themselves.”

In addition to the *Education Riskmaster* award, BizWorld.org will present its first annual *Young Entrepreneur of the Year* award to Leona Das, a high school student who was the CEO of her company when she participated in the BizWorld entrepreneurship program as a 6<sup>th</sup> grader, and recently founded her company, Tribe Awesome.

The luncheon will also feature students from three Bay Area elementary schools who have recently completed the BizWorld program. The students will showcase the companies they created during the BizWorld program and compete to win \$1,000 for their schools.

“Kids are at the heart of everything we do at BizWorld.org,” said Rezende. “We are excited to share the excitement the kids feel about BizWorld.org programs as well as honor an alum who has taken the skills and confidence she gained from participating in BizWorld to start her own successful company at a very young age.”

More information and tickets for the event are available at [www.bizworld.org](http://www.bizworld.org).

### **About BizWorld.org**

BizWorld.org is a non-profit organization whose mission is to challenge and engage elementary and middle school children across the cultural and economic spectrum with fun, hands-on entrepreneurship programs that promote financial responsibility, teamwork and leadership. Since 1997, BizWorld.org has distributed three programs- BizWorld, BizMovie and BizWiz- that demonstrate these concepts to teachers all over the world. In turn, these teachers have helped over 500,000 students in over 100 countries develop the critical thinking, leadership, and teamwork skills that will allow them to become the next generation of leaders who will contribute to the economic vitality of their communities. 96% of classes show an increase in business, entrepreneurship, and financial knowledge after completing BizWorld.org programs. For more information, please visit [www.bizworld.org](http://www.bizworld.org) or call toll free 1-888-4-BizKid.

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