

Vroom® Content and Attribution Guidelines – Part 2

How to Use Vroom® Content and Vroom Materials



an initiative of the Bezos Family Foundation

Contents

PART 2

How to Use Vroom® Content and Vroom Materials

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We encourage you to check these Content and Attribution Guidelines often, as they may be amended from time to time and without notice.

Section 1

Understanding Design and Branding Terminology

A common language helps align our work and ensure clear expectations. With that in mind, here are a few common terms and expressions that will appear throughout these guidelines.

| | |
|---|--|
| Assets | Assets are the individual design building blocks that combine to create materials. These include illustrations, photographs, fonts, colors, etc. |
| Attribution | The process of identifying the source of the Vroom® Content. |
| Call to Action or CTA | What you want your audience to do, such as visit your website to learn more or call a phone number (e.g. “To learn more visit Vroom.org”). |
| Vroom® Content | Vroom text, such as brain-building tips, Brainy Backgrounds™, Brain Building Basics™, and other Vroom copyrighted material. |
| Content and Attribution Guidelines | Information that explains how to integrate the Vroom Content and apply the Vroom Trademarks to your organization’s communications. ¹ |
| Vroom Trademarks | Any combination of words, names, symbols, or designs used to identify and distinguish Vroom. This includes marks or logos created and owned by the Bezos Family Foundation (or the Foundation) for use with the Vroom Content and Vroom Materials ² . |
| Vroom Logo | The Vroom Logo is shown on page 3. |
| Vroom Materials | Collateral and resources intended to raise awareness about the importance of brain-building and the simplicity and fun of Vroom. These include, but are not limited to posters, flyers, videos, tip cards, and handouts created by the Bezos Family Foundation that can be used to show parents and community organizations what Vroom is all about. |
| Vroom | The Vroom program is an early learning initiative of the Bezos Family Foundation (or the Foundation), referred to hereafter as Vroom®. |
| Vroom Templates | Vroom Materials that have easy-to-use drop-in fields where you can add your logo and CTA within Vroom Materials and alongside Vroom Assets. |

¹ Vroom Content, Vroom Materials, and Vroom Trademarks are protected by trademark and/or copyright laws.

² A list of Vroom Trademarks can be found on page 11.

Section 2

Localize the Message

Strengthen Your Brand and Let It Shine alongside Vroom Content

The following guidelines will help you incorporate your organization's content and brand alongside Vroom Content while balancing our institutional branding and intellectual property needs with your organization's design and materials capacity. Our goal is to encourage you to share the Vroom Content and Vroom Materials in a context that is responsive to the needs of the families you serve. These guidelines ensure that the use of Vroom Content and Vroom Materials are additive and will not overpower your existing brand³.

³ See Section 4: *Guidelines for Integrating Vroom Content into Your Communications* for limitations.

Vroom® as a Marker for Social Change

The Vroom name represents forward growth in a simple and playful way. Vroom is fun for children and parents to say. It implies action and is a word that many children learn at a young age.



The Vroom Logo, and particularly the double O's of the Vroom Logo, are an international symbol of brain-building. The Vroom Logo was designed and developed for an international audience with the goal of establishing a universal symbol connecting communities with a common language of early childhood development and accessibility for parents and caregivers. The Vroom Logo aspires to instantly inform and remind us all of our power to turn any moment into a Brain Building Moment. With this ambition in mind, we must insist on specific attribution on all use of the Vroom Content and Vroom Materials.

Section 3



Attribution Guidelines

In this section, we'll explore how to identify the best way to integrate Vroom Content into your organization's communications, utilizing our Content and Attribution Guidelines. We encourage you to use Vroom Content in your own materials, to make the message more relevant to your community, and to let your organization shine!

Understand your capacity

The Vroom Content and Attribution Guidelines are intended to make Vroom Content and Materials more adaptable and useful for all, while protecting the integrity of the content, our valuable identity and intellectual property rights, and ensuring proper attribution for Vroom Content and Materials. Your needs balanced with your own design capacity should guide you in choosing how to proceed.

Once you've identified which attribution category below suits your needs most, you can then use these guidelines to help you easily create your assets.

| Vroom branded | Partner branded | |
|---|---|---|
| <p>"I want to add my logo and CTA to existing Vroom Content and Vroom Materials – using unchanged Vroom designs."</p> <p>This simplest form of adding your logo and CTA to Vroom Materials.</p> | <p>"I want to use Vroom Content within my own brand identity."</p> <p>Integrating the Vroom Content into your brand's materials and design.</p> | <p>"I want to adapt the Vroom Content into a new language or application."</p> <p>Rewrite and redesign.</p> <p>Note: These are very specific cases, which require additional licensing and approval usually reserved for international application.</p> |
| <p>Vroom+ Use Vroom Templates</p> | <p>Powered by Vroom Review the following pages and download the logo</p> | <p>Inspired by Vroom Please contact our team at hello@vroom.org</p> |
|  |  |  |

Section 4

Developing Your Content

At this point, hopefully one thing is very clear: when creating new materials that incorporate the Vroom Content you should let your organization shine! Organizations appreciate that Vroom is a scientifically accurate, parent-empowering resource, and we encourage you to create your own materials to share the Vroom Content. That said, the strength of the Vroom brand comes from its roots in science and the values embodied in the brand. To protect the scientific integrity of the Vroom Content and Materials and to preserve the fidelity of the Vroom Trademarks, there are certain restrictions in place within these guidelines.

We don't allow our partners to create materials that emulate Vroom Content or Vroom Materials⁴. However, if you're using the Vroom Content and Vroom Materials, like Vroom Tips™ and Brainy Backgrounds™ or the Brain Building Basics® in your own communications, keep in mind our values outlined in Part 1 - What is Vroom⁵ (Section 3, Page 3).

⁴ This includes, but is not limited to, unauthorized use of the Vroom Trademarks or any attempt to recreate Vroom Materials, repurpose the Vroom Assets, or emulate our brand.

⁵ To download "Part 1 - What is Vroom" visit our [Tools and Resources](https://vroom.org/tools-and-resources) page (vroom.org/tools-and-resources).

Guidelines for Integrating Vroom Content into Your Communications

- 1. Do not attempt to recreate, modify, or emulate the Vroom Trademarks or Vroom Content or Vroom Materials.** However, replication or printing of the downloadable Vroom Content and Vroom Materials is encouraged. Print-ready Vroom Materials can be accessed at vroom.org/tools-and-resources. Use the “Powered by Vroom” attribution system to integrate Vroom Content into your own materials if the Vroom Materials do not suit your specific needs.
- 2. Do not alter or edit Vroom Content and Vroom Materials without written permission.** To preserve scientific accuracy, Vroom Content must always appear verbatim, exactly as they are provided to you, and in their entirety. This includes always insuring the Vroom Tips™ are clearly paired with their associated Brainy Backgrounds™, names, and suggested age ranges.¹
- 3. Use of the Vroom Content and Vroom Materials is approved only for noncommercial purposes.**
- 4. Direct people to your organization’s website and social media channels.** Since your materials should focus on your local work, it makes sense to promote them alongside the Vroom Content and Vroom Materials on locally-facing platforms. This will also allow your organization to track traffic and activity to measure your marketing efforts.
- 5. Proper attribution and acknowledgement is required in all circumstances.**
- 6. Do not use the Vroom Content and Vroom Materials or Vroom Trademarks on any items intended for children.**
- 7. Unless permitted in these Content and Attribution Guidelines, do not use the Foundation name, trademarks, or other logos, without written permission of the Foundation.**

¹ For more information on adaptation and localization, as well as clarification on what modification is allowed with and without approval, see Vroom Content Licensing Terms 1.

Limitations on Association with the Vroom Program and Vroom Content and Vroom Materials

We are excited for you to use the Vroom Content and Vroom Materials in your work. As you can appreciate though, we have to ensure that there is no ambiguity that your organization is directly affiliated with the Foundation and that the focus is on your work (after all, we want you to be the leader of your community!).

To help avoid any confusion, we have created a few guidelines. For example, the following is a set of non-exclusive illustrations of what not to do:

1. Do not combine the Vroom Trademarks with your or any third-party names, trademarks, or logos, unless in a manner specifically authorized in these Guidelines (See Attribution and Logo Lockups);
2. Do not use the Vroom Trademarks to claim or otherwise suggest that the Vroom Content and Vroom Materials are compatible with your programming or materials, where they are not;
3. Do not use the Vroom Trademarks in a manner that suggests that you are endorsed by, approved by, or otherwise affiliated with us; and
4. Do not use the Vroom Trademarks in a derogatory, disparaging, false, illegal, infringing, or misleading manner.

While we encourage your use of the Vroom Content and Vroom Materials, using Vroom Content and Vroom Materials does not create a partnership between your organization and the Foundation. If your use of the Vroom Trademarks or the Vroom Content and Vroom Materials is inaccurate, derogatory, misleading, or distasteful we may provide you with notice or take other action to protect Vroom and/or the Foundation.

Section 4.1

Voice and Tone

The values of Vroom® inform everything we do, especially our writing. We encourage you to consider them when creating your own materials and allow them to inform your own copy when deployed alongside Vroom Content.

Be positive and empowering.

- Use the tone of a knowledgeable, trusted familiar friend.
- Never talk down to the parent/caregiver. The appropriate tone is accepting and positive, not corrective.
- Be motivational, but never pushy.
- Copy should be non-judgmental and should not focus on potential negative outcomes.

Ground your work with unwavering attainability and accessibility.

- Avoid jargon, be tight, direct, and clear.
- Strive to work at or below a 5th-grade reading level when writing for parents/caregivers, and an 8th-grade reading level for a professional audience.
- You can check your work using Flesch Reading Ease and Flesch-Kincaid Grade Level readability indexes. (These are available using Microsoft Word.)

Lead with the science.

- The priority should be helping parents understand the “why” while illustrating the “what.”
- Reinforce Vroom Content and Vroom Materials that resonate best for your audience. This may be our five Brain Building Basics™, or some of the more inspirational messaging.

This may include:

- *E.g., “Your child’s brain grows the fastest from birth through age 5! Helping them learn now gets them ready for school, friends, and life.”*
- *E.g., “Babies are born ready to learn. And you have what it takes to help them!”*
- *E.g., “The time you spend with your child can help their brain grow strong.”*
- *E.g., “Your child loves to learn from you.”*

Meet parents where they are.

- Less is more. Keep your writing as short and concise as possible.
- Vroom is all about being respectful of parents’ time and busy schedules.
- Try to reinforce existing behavior rather than ask parents and caregivers to change their perspective, routines, or attitudes.

Call to Action

A CTA (Call to Action) is what you want the person reading the material to do next. It usually exists to direct people to your website or phone number in a simple and concise way.

We recommend you use your own CTA to ensure your brand, or organization, benefits directly from the communication. If you don't have your own website or CTA you can use the Vroom CTA.

Shown here are some examples of partner and Vroom CTA's.

For more information on adaptation and localization, as well as clarification on what modification is allowed with and without approval, see Vroom Content Licensing Terms in Part 3 - Vroom Content and Attribution Guidelines Licensing and Copyrights.

Partner Call To Action

Short

<partner.org>

CTA in a sentence

To learn more visit <partner.org>

To find out more go to <partner.org>

CTA expanded sentence

For more brain-building tips visit <partner.org> or download the app (app icons)

Vroom Call To Action

Short

vroom.org

CTA in a sentence

Learn more at vroom.org

CTA expanded sentence

For more brain-building tips visit Vroom.org or download the app (app icons)

Text VROOM to 48258 to sign up for weekly brain-building tips on your phone.*

*All promotion of Vroom by Text™ needs to include the following legal language:
"Message and data rates may apply. See vroom.org/terms for terms and privacy policy."

Trademark Use Notes

To maintain consistency, we ask that you adhere to these parameters when writing about Vroom, when using the Vroom Content and Vroom Materials, and when using the Vroom Trademarks.

Use of “Vroom” and the Vroom Trademarks

The Vroom Trademarks are valuable assets. Help us protect them and our trademark rights as follows:

1. Include a ® on the first use of each of the Vroom Trademarks in text.
E.g., Download the Vroom® app here
Note: The app has been renamed “Vroom” and “Daily Vroom” is no longer in use.
2. Use the word “Vroom” as an adjective in all communications.
E.g., Use “Waiting in line is a great time to log onto the Vroom® app with your child.”
3. Do not use Vroom in possessive form, as a verb, as a countable noun, or in plural form.
E.g., Do Not Use “Waiting in line at the grocery store is a great time to Vroom with your child.”
E.g., Do Not Use “Let’s do a Vroom.”
4. Distinguish the Vroom Trademarks from the surrounding text by capitalizing the first letter of each of the Vroom Trademarks
E.g., Use “Obtain your Vroom Tip™ of the day here.”
5. Do not add hyphens to the Vroom Trademarks (see page 13 for further guidelines on hyphenation)
E.g., Do Not Use “Brain-Building-Moments.”
6. Do not use or register the Vroom Trademarks as domain names, social media accounts, or on any online platforms.

Trademark Use Notes (cont.)

Below is an illustrative, non-exhaustive, list of our Vroom Trademarks and proper trademark designations:

vroomTM

Vroom[®]

Vroom Brain Building Moments[®]

Vroom TipsTM

Vroom by TextTM

Brain Building BasicsTM

Brain Building ActivitiesTM

Brainy BackgroundsTM

Brain Building MomentsTM

Style Guide Notes

Vroom Tips™

The primary Vroom tool. Always capitalize the noun “tips” when preceded by Vroom. Do not capitalize when standing alone.

E.g., “Each card contains a Vroom Tip™ that parents can do with their children.”

Note: Never “a Vroom” or “Vrooms.”

Parents and Caregivers

Vroom is for parents, grandparents, teachers, etc. When space allows, always refer to parents and caregivers to ensure maximum accessibility.

E.g., “The Vroom® app reaches parents and caregivers by activating many different touch points in their daily routines.”

Science Advisors

The panel of experts who inform and guide our work.

Note: “Science Advisors” not “Scientific Advisors.”

Brain Building Basics™

As a Vroom Content and Vroom Materials resource, Brain Building Basics should always be capitalized, but not hyphenated.

Should always be stated fully and never shortened to just “the basics.”

Style Guide Notes (cont.)

Compound Words and Hyphenation

Noting the restrictions on the use of hyphens with the Vroom Trademarks, hyphenate “brain-builder” or “brain-building” when the term is used as a compound adjective to describe a noun or as a noun itself.

E.g., “The Vroom app shares over 1000+ brain-building¹ activities for parents.”

E.g., “Every parent has what it takes to be a brain-builder².”

Except in titles, there is no need to capitalize these terms in body text.

For consistency “bedtime,” “bathtime,” and “mealtime” can and should be used as closed compound words, and not hyphenated whenever possible.

Gender and Pronouns

Whenever possible avoid gendered pronouns. If unavoidable, it is preferential to use a non-gender-specific plural pronoun like “they” or “them” rather than “he/she” or a single-gendered pronoun.

E.g., “When eating with your child, ask them what other foods are crunchy.”

AP Style Guide

When in doubt, we adhere to the current AP Style guide.

¹ Brain-building is used here as a compound adjective to describe the noun “activities.”

² Brain-builder is used here as a noun.

Section 4.2

Look and Feel

Visualizing Vroom

Vroom Materials created by the Foundation will often include illustrations rather than photographs. Illustrations allow for greater flexibility, are fun and playful, and can represent a wider cross-section of populations than photographs. While we recognize that these images may not be universal, they are intended to be as flexible as possible. Images and illustrations will not be editable in Vroom Materials or Vroom Templates.

That doesn't mean that you can't use your own photography or illustrations with Vroom Content though. In fact, we encourage it! This is a great way to localize Vroom for your community. If you have the capacity to do so, you can design your own materials incorporating Vroom Content and using the "Powered by Vroom" attribution system. Here are our suggestions for choosing an engaging image to represent Brain Building Moments®.

When Using Photography and Video

- **Feature your community.** Celebrate and capture your unique community. Showcasing local people from different backgrounds helps others see themselves as part of your brain-building community.
- **Whenever possible avoid stock photography.** Sometimes stock is all you have or is your best option, but it is good to recognize that images of posed models are rarely relatable and effective. If you do need to rely on stock photography, please carefully review the corresponding terms of use of the stock photography and also consider the points below.
- **Focus on interaction.** Showing moments of engagement is one of the best ways to model brain-building behaviors. Show the relationship between caregiver(s) and a child, rather than a child playing alone.
- **Ditch the toys.** Building a brain doesn't require fancy toys. Encourage parents to build on what they are already doing by using everyday objects like leaves or laundry as prompts for engagement in back-and-forth conversations.
- **Permissions.** When using any images, particularly of people, it is very important that you ensure you have the proper authorization and documentation to use these images, as failure to secure and document these authorizations may result in legal liability.



Photography Do's and Dont's

Shown here are examples of images that do and do not align with our guidelines.



YES

Caregiver and child interacting with an everyday object



NO

Cute, but no interaction



YES

Caregiver and child interacting with an everyday object



NO

Cute, but no interaction

Typography

While it is important not to recreate or attempt to emulate Vroom Materials with our colors or typeface, occasionally it may be important to choose a complementary font. For this purpose, we suggest using the following easily-accessible font.

Headline and Callouts: Verdana Bold

abcdefghijklmnopqrstuvwxyZ 01234567890
ABCDEFGHIJKLMNopqrstuvwxyz ?!@#\$\$%&;.

Body Copy: Verdana Regular

abcdefghijklmnopqrstuvwxyZ 01234567890
ABCDEFGHIJKLMNopqrstuvwxyz ?!@#\$\$%&;.

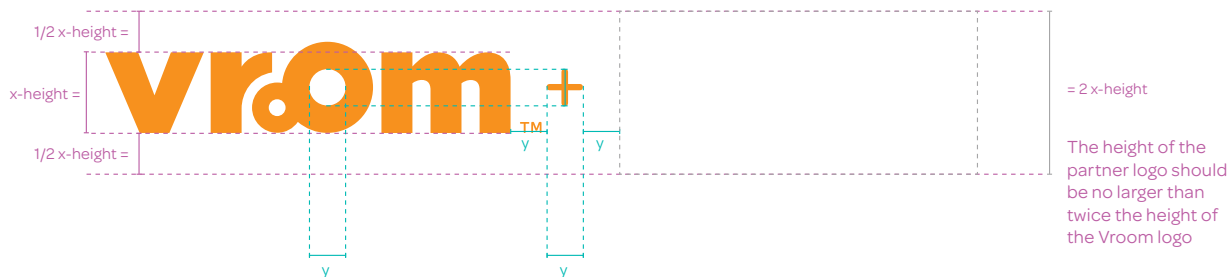
Attribution and Logo Lockups

Attribution using the “Vroom +” model includes the use of an orange plus sign between the Vroom Logo and your logo. Each logo must be visually proportional to the other, following the size requirements shown here. The maximum height of the partner logo should be no larger than twice the height of the Vroom Logo.

The Vroom Logo should always be the first logo in the series, and partner logos should not overpower the Vroom Logo. When any logo lockups need to include more than one partner, please use the orange plus sign in between each additional logo as shown below.

Additionally, use of the Vroom Logo should be in CMYK: 0/52/100/0, as provided to you.

Logo Lockup Specifications



Logo Lockup Examples



Adding Your Brand to Vroom Templates

If you want to use the Vroom Materials, but add your logo and CTA, we have a series of Vroom Templates that you can use as a resource, with easy-to-use guides, and more.*

For more information, visit our [Tools and Resources](https://vroom.org/tools-and-resources) page (vroom.org/tools-and-resources).

Brain Building Basics™

We've made science simple! Remember these 5 ways to help build your child's brain anytime.

Look

Children use their eyes to learn. See what catches your child's attention and talk about it. Or connect eye-to-eye, then smile, chat, hug, or make funny faces!



Follow

Young children learn best when you follow their lead. Tune into your child's words, sounds, movements and ideas! Then respond with your own words and actions.



Chat

Children's brains light up when you talk, sing, or make sounds back and forth with them. Chat about your day, food, and what's around you, or string sounds together for a fun conversation!



Take Turns

Children learn from taking turns when you play, talk, or explore. After they go, take your turn. Then repeat: they go, you go, they go, you go!



Stretch

Children's brains grow strong when you help them stretch their learning further. Keep a moment going: ask your child a question that starts with what, when, where, how or why!





+
Partner logo

Partner CTA goes here

Brain Building Basics


Home Museum

Ages 4-5


Invite your child to find some special things and put them out like in a museum or store. Have them to lead you through their collection. Ask them to share with you why the items are meaningful. Take turns choosing favorite things to share with each other.

Learn more at
[Partner URL]

Brainy Background™



In this activity your child is practicing important communication skills. Thinking about what to say and how to say it uses memory too. When you listen and share their words, feelings, and actions you're also building a safe place for learning.


+

[Partner logo]

Tip Card

* Vroom Templates are intended to be used with minor customization only. To utilize new images in place of existing Vroom Assets, including illustrations and photography, build your own materials and use the "Powered by Vroom" attribution system.

Clear Space for Logo Lockups

Minimum Clear space

Each logo has its own “clear space” which defines an area that no other graphic element can interfere or overlap with. The minimum clear space is defined by the size of the counter in the larger “O” in the Vroom Logo marked as “x” (as shown below).

Do not attempt to recreate these lockups, always use the assets downloaded from our [Tools and Resources](https://vroom.org/tools-and-resources) page (vroom.org/tools-and-resources).



Powered by Vroom logo



Inspired by Vroom logo

Building a “Powered by Vroom” Layout

Below are some suggestions on how to incorporate Vroom Content into your own layouts. Feel free to follow or shift away from these suggestions as needed.

Headline

Use a concise headline that lets your audience know what your program is about. (i.e. Brain Building Activities™)

Subhead

Get more specific here. (i.e. Learn Tips for Parents and Their Children Ages 0–5 years)

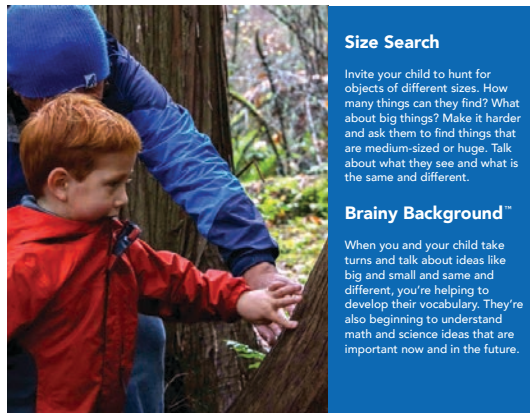
Image

Use real images that reflect your community whenever possible.

When selecting images, focus on the relationship and interaction between a child and caregiver engaging in an activity.

Become a brain-builder!

The first five years are when children’s brains grow fastest. With simple activities like this one, you can make every moment with your baby a brain-building one.



Size Search

Invite your child to hunt for objects of different sizes. How many things can they find? What about big things? Make it harder and ask them to find things that are medium-sized or huge. Talk about what they see and what is the same and different.

Brainy Background™

When you and your child take turns and talk about ideas like big and small and same and different, you’re helping to develop their vocabulary. They’re also beginning to understand math and science ideas that are important now and in the future.

Learn more at www.cfc.ca.gov

KIDS FIRST
LOGO

Powered by
Vroom

Vroom Tip™

Share a Vroom Tip or principle that relates to the interaction within the image.

To maintain scientific accuracy, please do not alter or edit Vroom Tips™ or Brainy Backgrounds™ without written permission.


Call to Action + Logos

A CTA (Call to Action) is what you want the person reading the ad/poster to do next. It usually exists to direct people to your website or phone number in as clear a way as possible. It should be simple and concise. (i.e. Learn more at <insert URL>; For more information about <your program> go to <insert URL>)

Use the Powered by Vroom® logo alongside your organization’s logo following our Content and Attribution Guidelines.

Building a “Powered by Vroom” Layout (cont.)

You have what it takes to be a brain-builder!



Texture Tryout

AGES 2-3



Experiment using safe textures on your child's skin. Ask: "Do you feel the fluffy pillow? How does it feel?" Wait for them to respond. Talk about what you are feeling, too. "My scarf feels smooth."

Brainy Background

TEXTURE TRYOUT

Children learn through their senses. When you talk with your child about different textures, you're helping them make connections between words and feelings. These connections lay the foundation for reading and math.

To learn more visit [<partner.org>](#)

It begins with you!



Lorem Ipsum Cimus. Sectur? Ratur, ommod que doluptas

Ed mostrum listiss incimaxime necesti alit quia cus et eventur sum faccuptam res int libus am vel ea debis a dunt asperi beatur? Il ea dere consequia pro od quatur? Qui auda sita ipsant maxim adi non et pro blatatempel molum aut eum. Iquost autesent lam, consequi ataspe llauta il in prempelende autet atur, occum quam quam que modior alit haribusda sit aut ullaut voloris ad ut latilstoreri coritate reruptas ma nistet.

Texture Tryout

Ages 2-3

Experiment using safe textures on your child's skin. Ask: "Do you feel the fluffy pillow? How does it feel?" Wait for them to respond. Talk about what you are feeling, too. "My scarf feels smooth."

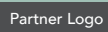

Brainy Background

Texture Tryout


Children learn through their senses. When you talk with your child about different textures, you're helping them make connections between words and feelings. These connections lay the foundation for reading and math.

Ed mostrum listiss incimaxime necesti alit quia cus et eventur sum faccuptam. Visit [<partnerURL.org>](#)



Visita [<partnerURL.org>](#)



Texture Tryout

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Brainy Background

Texture Tryout

Children learn through their senses. When you talk with your child about different textures, you're helping them make connections between words and feelings. These connections lay the foundation for reading and math.

Ages 2-3




Visita [<partnerURL.org>](#)



Experiencia de texturas

Experimenta usando texturas seguras sobre la piel de tu niño. Preguntale: "¿Sientes la almohada esponjosa? ¿Cómo se siente?" Espera su respuesta. Habla sobre cómo la sientes tú también. "Mi bufanda se siente suave".

La ciencia tras la acción

Experiencia de texturas

Los niños aprenden a través de sus sentidos. Cuando hablas con tu niño sobre texturas diferentes, lo estás ayudando a hacer conexiones entre la palabras y las sensaciones. Estas conexiones desarrollan las bases para la lectura y las matemáticas.

Edades 2-3

Example layouts

To download our assets, content, and templates please visit vroom.org/tools-and-resources

We encourage you to check these Content and Attribution Guidelines often, as they may be amended from time to time and without notice.

Contact

For assistance in understanding these guidelines, the Vroom Technical Brand specifications or to request permission to use Vroom assets or marks in a way not covered here, please contact us at feedback@vroom.org.



an initiative of the Bezos Family Foundation

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