



Gunderson Dettmer Represents EveryDay Labs in Acquisition by Newsela

Client News

March 4, 2026

Gunderson Dettmer represented EveryDay Labs, the leading evidence-based company dedicated to preventing and reducing K-12 chronic absenteeism, in its acquisition by Newsela, the leading data, instruction, and assessment system for students.

As part of the transaction, EveryDay Labs will become part of Schoolytics by Newsela, a platform that serves as a district's one-stop shop for actionable student data.

“We started EveryDay Labs because we believe every student deserves the opportunity to be present and learning every day,” said Emily Bailard, EveryDay Labs’s Chief Executive Officer, [in the announcement of the acquisition](#). “Joining Newsela’s suite of solutions will enable districts and educators to unify evidence-based attendance improvement tools and strategies with academic improvement tools, early warning systems, and MTSS.”

The Gunderson deal team was led by corporate and M&A partners Jenn Sayles Okorn and Glen Van Ligten and included corporate associates Anjuli Schlievert and David Behrend, data privacy partner Anna Westfelt and associate Carrie Brown, employment and labor partner Max Perlman and associate Mark Macchi, executive compensation partner Michael Richman and associate Sofia Siegel, strategic transactions and licensing partner Aaron Fiske and associate Yue Yang, tax partner Mark Foster and associate Morgan Otway, and Carly Brower.

Companies

EveryDay Labs

Newsela

Related People

Jennifer Sayles Okorn

PARTNER

P +1 424 214 1797

Glen R. Van Ligten

PARTNER

P +1 650 463 5390

Anjuli J. Schlievert

ASSOCIATE

P +1 415 801 4837

David I. Behrend

ASSOCIATE

P +1 512 706 9993

Anna C. Westfelt

PARTNER

P +1 650 463 5367

Carrie L. Brown

ASSOCIATE

P +1 929 612 4021

Max Perlman

PARTNER

P +1 617 648 9350

Mark Macchi

ASSOCIATE

P +1 617 648 9383

Michael N. Richman

PARTNER

P +1 650 463 5287

Aaron H. Fiske

PARTNER

P +1 650 463 5443

Yue Yang

ASSOCIATE

P +1 650 473 5833

Mark M. Foster

PARTNER

P +1 650 463 5343

Morgan L. Otway

ASSOCIATE

P +1 212 430 4206

Related Services

Mergers & Acquisitions

Private & Public Companies

Featured Insights

EVENTS

The Nuts and Bolts of an IPO

EVENTS

Post-IPO: Engaging Shareholders with Confidence and Credibility

PUBLIC VENTURES

SEC Chair Outlines AI Vision in First Dedicated Address

CLIENT NEWS

Cart.com Announces \$180 Million Strategic Investment

FIRM NEWS

Gunderson Dettmer Again Named #1 VC Law Firm Worldwide in PitchBook's 2025 Global League Tables

CLIENT NEWS

Multitude Insights Secures \$10 Million Series A

CLIENT NEWS

Third Way Health Announces \$15 Million Series A

CLIENT NEWS

Elly Launches With \$8 Million Pre-Seed Financing

CLIENT NEWS

Gunderson Dettmer Advises Vir Biotechnology on Underwritten Public Offering

CLIENT NEWS

Slang AI Announces \$36 Million Series B

CLIENT NEWS

Aalyria Reaches \$1.3 Billion Valuation With \$100 Million Series B

INSIGHTS

Law360 Interviews Stephanie Goutos in "Meet The Attys 'Vibe-Coding' Their Own AI Apps"