



MEDIA RELEASE

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The MindShare Learning Report Launches Canada's 21st Century Back-to-School Interactive Classroom Contest

-K-12 Public School Educators Can Qualify to Win over \$10,000 in Classroom Technology-

Mississauga, Ontario: Wednesday, September 3, 2008: The MindShare Learning Report today announces the official launch of the HP MindShare Learning Report™ 21st Century Interactive Classroom contest. This inaugural event aims to create greater awareness around 21st century learning skills and the need to prepare students for the global knowledge-based economy.

Through a video submission, K-12 educators from publicly funded schools across Canada are challenged to share their interactive classroom technology success stories or vision of the 21st century classroom. Qualified entrants will be eligible to win one of three classroom technology prize packages, each valued at more than \$10,000, from leading classroom technology providers. The first deadline for submission is Friday, October 17, 2008, at midnight.

"We're pushing the 21st century learning envelope to inspire change and celebrate Canadian education innovation in K-12 classrooms," says Robert Martellacci, president and publisher, The MindShare Learning Report—*Canada's Premier Educational Technology eMagazine*.

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“Teachers love the support technology provides in the classroom. It makes a good teacher better and enriches his or her practice. In order for teachers to provide children with the optimum learning opportunities, they need to have access to 21st century tools,” said Cheryl Paige, national award-winning principal, Joyce Public School, Toronto District School Board and member of the judging panel for the HP MindShare Learning Report 21st Century Interactive Classroom contest.

“At HP, we are committed to offering high-quality technology designed with the needs of the education community in mind,” said Derek Merilees, national marketing manager, Education, HP Canada. “HP provides tools that enable teachers to develop the ideas, capabilities and skills needed to enrich the learning experience, integrate technology into the curriculum and prepare themselves and students for the 21st century classroom. That’s why we have chosen to sponsor MindShare Learning Report’s 21st Century Interactive Classroom contest.”

The HP MindShare Learning Report Interactive Classroom has attracted premier sponsors who have offered generous prizes to support 21st Century Classroom innovation. HP is the contest’s title sponsor; prize sponsors include FrontRow, EPSON, Microsoft, netTrekker, Pearson, SMART Technologies and Texthelp.

Classroom Technology Prize Packs listed by sponsor— Three (3) classroom technology prize packs will be awarded, one per month (October, November and December). The prize packs are each valued at more than \$10,000 and include:

Sponsor	Product
FrontRow	FrontRow Pro Digital Classroom amplification system
EPSON	PowerLite Projector
HP	HP 2133Mini Note PC
Microsoft	8GB Black MS Zune
	MS Office Ultimate
netTrekker	One-year school subscription–Education Search engine
Pearson	eBook software
SMART Technologies	SMART Board 680 interactive whiteboard
	Senteo interactive response system
	SMART Document Camera
Texthelp Systems	Read&Write GOLD MOBILE, including 1 (one) year Software Maintenance Services

How to enter for a chance to Win!

Teachers from publicly funded K-12 Canadian schools can go to:
http://mindsharelearning.com/banner_add_aug_30_08.php for more contest details.

About The MindShare Learning Report™--Canada's Premier Educational Technology eMagazine. Our mission is to transform education by sharing knowledge of 21st Century innovative best practices and success stories in the Canadian education market space and beyond. We harness the power of Web 2.0 technologies to feature engaging Vodcasts, podcasts, polling, Canadian educational technology news headlines & upcoming strategic industry events in the K-12, Higher Ed and corporate eLearning market segments. Other elements of the MSL Report eMagazine include: successful practices, ask an educator, ask a professor, research & tech tools, GreenIT and career listings, to support educators and educational technology providers in maintaining a pulse for emerging trends in Canada. <http://www.mindsharelearning.com/report>

About MindShare Learning™-- MindShare Learning is a privately held company based in the Greater Toronto Area, Canada. Its hallmark is providing strategic marketing solutions to learning & technology solution providers in the K-12, HED and corporate learning markets to support new market expansion and revenue growth. MindShare Learning's partial client list includes: Adobe (Macromedia), Blackboard Inc., EPSON, RM PLC UK, Softease Ltd. UK, THINKronize (netTrekker), IMSI (ClipArt.com), CERC (Canadian Education Resources Council), NECTAR Foundation and ERDI Canada.. <http://www.mindsharelearning.com/>

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