



**NEWS RELEASE**

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**MindShare Learning and the Embassy of Canada in Washington,  
D.C. to Host Can/Am EdTech Partnering Reception  
Monday, June 29, 5-7pm**

—Nancy Knowlton, SMART Technologies, CEO and Co-Founder to Speak—

**Mississauga, Ontario: Thursday, June 25, 2009:** MindShare Learning, publishers of Canada's premier educational technology eMagazine and the Government of Canada to co-host Celebrate Canadian EdTech Innovation partnering reception on Monday, June 29, 5-7pm at the Canadian Embassy, 501 Pennsylvania Avenue, NW.

The celebration is being held in conjunction with the [National Education Computing Conference \(NECC\)](#), North America's largest K-12 forum that attracts some 12,000 delegates from across the globe.

Canada has a long and proud history of innovation and is home to many innovations in the field of Information and Communication Technologies (ICT) such as JavaScript, XML, SMARTboards and the Blackberry. Given Canada's strong ICT sector, it is well-positioned to benefit from the application of new technologies to learning and training.

"Advancement in ICT has undeniably altered our mode of learning and teaching, and our telecommunications infrastructure provides a solid foundation for online learning initiatives. As any parent or educator can attest, computers, multimedia programs, chat rooms and other new learning technologies have become an integral part of children's development years. The Embassy of Canada in Washington, D.C. is delighted to welcome delegates to the National Education Computing Conference in Washington," said Canada's Ambassador to the United States, Michael Wilson.

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Special guests will include Nancy Knowlton, CEO and Co-Founder of award winning SMART Technologies, the producer of the world's leading interactive whiteboards for the classroom. "The desire to enhance learning outcomes knows no borders," says Nancy Knowlton, CEO, SMART Technologies. "We built SMART as a truly global company and have witnessed education technology adoption accelerate around the world, particularly in North America. This is a pivotal time for U.S. and Canadian education as we see an increased emphasis on classroom technology adoption to enable and engage students more effectively. We will continue to strive to support teachers and administrators in creating learning environments that truly meet the needs for 21st-century learning."

Some 100 industry and education leaders from across North America will be on hand to celebrate Canadian innovation and to explore Can/Am partnering opportunities. "Our mission is to connect business and education to support student success. This forum will showcase the many Canadian success stories and provide opportunities to forge new Can/Am partnerships with other world class U.S. based leaders that are vital to creating a vibrant 21<sup>st</sup> Century global knowledge based economy," said Robert Martellacci, president and publisher, the MindShare Learning Report.

"Over the last decade ISTE's activity in Canada and the support there of partners and members for ISTE's mission have enjoyed tremendous growth, said Don Knezek, ISTE CEO. "With eight ISTE Affiliates in five provinces and numerous educator and corporate members in Canada, ISTE's relationship with the educational technology community there is a perfect example of our goal of learning with and from the global community. ISTE is excited about our relationship with Mindshare Learning and the other sponsors of this important partnering event, and we are eager to explore how we can expand these relationships."

The Can/Am EdTech partnering reception is being generously sponsored by CeLEA (Canadian eLearning Enterprise Alliance), ISTE (International Society for Technology in Education) SMART Technologies and the MindShare Learning Report.

**About The MindShare Learning Report™--Canada's Premier Educational Technology eMagazine.** Our mission is to transform education by sharing knowledge of 21<sup>st</sup> 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 and 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 to keep a finger on the pulse of emerging trends in Canada. <http://www.mindsharelearning.com>



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