



## NEWS RELEASE

## FOR IMMEDIATE RELEASE

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### **The MindShare Learning Report Announces Mali Bickley as Canada's HP 21<sup>st</sup> Century Back-to-School Interactive Classroom Contest Prize Winner**

-Grade 5 Teacher at W.H. Day Public School Wins over \$10,000 in Classroom Technology-

**Mississauga, Ontario: Thursday, November 6, 2008:** The MindShare Learning Report today announces Mali Bickley, grade 5 teacher at W.H. Day Public School in Bradford, Ontario as the inaugural winner of the HP MindShare Learning Report™ 21<sup>st</sup> Century Interactive Classroom contest. This contest aims to create a greater awareness around 21<sup>st</sup> century learning skills and the need to prepare students for the global knowledge-based economy.

"I am so thrilled! I know that the products that we won will help so many kids connect with others around the world. I know that my class will be thrilled when I tell them," says Mali Bickley, grade 5 teacher at W.H. Day Public School. "I feel so blessed every day to be able to be part of these things and get to work with so many amazing people throughout the world. I thank the MindShare Learning Report and its sponsors for their generous support and what you do for others as well to getting the message out there."

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 21<sup>st</sup> 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 next contest entry deadline is Friday, November 21, 2008, at midnight.

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“We’re pushing the 21<sup>st</sup> century learning envelope to inspire change and celebrate Canadian education innovation in K-12 classrooms. Ms. Bickley reflects the true spirit of our mission and what we’re trying to accomplish on a national scale. Her students are very fortunate to have such a talented and passionate teacher,” says Robert Martellacci, president and publisher, The MindShare Learning Report—*Canada’s Premier Educational Technology eMagazine*.

“Mali’s understanding of teaching strategies and pedagogy was evident throughout the video submission. Students were engaged in real-world issues from a variety of locations throughout the world. The students were involved in activities that promoted serious reflection about serious world issues using digital-age technology. I was impressed by Mali’s clear understanding of language pedagogy and the way this was facilitated in the iEARN project, and how this was further enhanced and advanced in her classroom,” stated Tim Gard, Toronto District School Board educator and member of the judging panel.

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

**The Classroom Technology Prize Pack Includes—** There are (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

Teachers take note! The next contest entry deadline is **Friday, November 21, 2008**. **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](http://mindsharelearning.com/banner_add_aug_30_08.php) for more contest details.

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**About Mali Bickley**--Mali Bickley has 26 years experience as a classroom teacher. Over the past 5 years, she has used ICT and successfully integrated literacy and content area curriculum to have her students connect, communicate and collaborate with several classes from around the world. As a literacy coach, Mali is using Global Education Projects to integrate reading and writing strategies into meaningful projects that connect students globally. Mali's students have successfully collaborated with each other and students around the world to make a difference in the lives of others. Her students won the National Multimedia Award from the Calgary Board of Education for their "My Hero" movie. She is the co recipient of the Excellence in Teaching with Technology Award from the Educational Computing Organization of Ontario. Mali is the assistant country coordinator of iEARN Canada and designs and facilitates many international projects.

**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 & 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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