



## NEWS RELEASE

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### **Discovery Education Re-launches ‘New Teacher Survival Central,’ Supporting Educators across America with Helpful and Timely Digital Resources**

*Updated online resource center rewards new teachers with monthly prizes from Elmer’s Products, Inc., SMART Technologies and The Clorox Company*

*One first-year educator will be chosen to win a grand-prize package featuring an exclusive trip with Discovery Student Adventures*

**Silver Spring, Md.** (Oct. 13, 2009) – [Discovery Education](#) has joined forces with Elmer’s Products, Inc., SMART Technologies and The Clorox Company to re-launch [New Teacher Survival Central](#), an online destination featuring an array of helpful and timely classroom resources designed to welcome, support and reward educators new to the teaching profession.

Offering tips, tools and useful suggestions for easing into the teaching field, educators will find valuable essentials such as classroom management techniques, ideas for connecting classroom activities to the curriculum, lesson plans, peer-networking resources, and tools to create engaging learning centers.

New for the 2009-2010 school year, New Teacher Survival Central features an area dedicated to the elementary classroom, *It’s Elementary*. This section includes special content for educators who are not only new themselves to teaching, but are busy with students who are new to school as well. *It’s Elementary* provides valuable resources for teachers looking to create environmentally friendly classrooms in the “Green Scene,” including tips and facts about recycling, curriculum ideas and student projects. And, it features “Learning Curve,” where new elementary teachers can find resources related to bullying, food allergies, learning styles, and more.

In the *Technology 101* area of the Web site, educators can access practical information on how educational technologies promote student engagement in learning and what tools are available for use in the classroom. Free K-12 student resources are highlighted for teachers in the *Tech Tools for Students* section of the site.

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Allowing educators to access information on the art of classroom management, *Homeroom Headquarters* provides actionable advice on creating a positive classroom environment, communicating with parents and managing students. New educators also will find powerful videos covering a broad array of topics such as lesson planning, community and parental involvement, and using technology effectively.

The *Survival Tool Kit: Best of the Web* section of the Web site contains a collection of Web links teachers will find particularly useful. Highlighting the blogs, tutorials, curricular resources, and educational media outlets veteran teachers rely on each day, the *Best of the Web* provides a great library of Internet tools to both new and seasoned educators.

Celebrating new teachers nationwide, New Teacher Survival Central is offering monthly prizes from Elmer's Products, Inc., SMART Technologies, The Clorox Company, and Discovery Education. Prizes include the SMART Airliner Wireless Series, a classroom set of Elmer's glue sticks and pourable glue products, a 12-pack case of Clorox® Disinfecting Wipes to help teachers keep clean and healthier classrooms throughout the year and especially during flu season, and a variety of DVD collections from Discovery Education.

One first-year educator will be chosen to win a grand-prize package featuring an exclusive trip with [Discovery Student Adventures](#). This lucky winner will join up to 20 other teachers on a scouting trip for the next great Discovery Student Adventures location. Current Discovery Student Adventure destinations include the Arctic, Australia, China, Costa Rica, Ecuador and the Galapagos Islands, Italy and Greece, New Zealand and Fiji, and South Africa. In addition, veteran teachers are encouraged to spread the word to new teachers about New Teacher Survival Central, as the educator who refers the grand-prize winner will win a trip to the Discovery Education professional development conference of his or her choice.

“Discovery Education is pleased to be partnering with such fantastic companies who truly support the teaching profession, especially those educators new to the job,” said Mary Rollins Discovery Education Vice President. “Whether through New Teacher Survival Central, Elmer's Glue Crew Recycling Program® and Elmer's Online Teachers' Club, Clorox Classrooms, or industry-leading classroom technology tools from SMART Technologies, these organizations provide valuable resources to all new teachers as they find their home in the classroom.”

Visit New Teacher Survival Central at <http://www.discoveryeducation.com/newteacher>.

### **About Discovery Education**

Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) revolutionized television with Discovery Channel and is now transforming classrooms through Discovery Education. Powered by the number one nonfiction media company in the world, Discovery Education combines scientifically proven, standards-based digital media and a dynamic user community in order to empower teachers to improve student achievement. Already, more than half of all U.S. schools access Discovery Education digital services. Explore the future of education at [www.discoveryeducation.com](http://www.discoveryeducation.com).

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