



NEWS RELEASE

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Discovery Education Presents Ed Begley, Jr., as the Featured Speaker for the Opening Session of FETC 2010 on Jan. 13

Actor, author, environmentalist, and activist Ed Begley, Jr., will talk to conference attendees about the important roles of science and technology in environmental education

SILVER SPRING, Md. (Jan. 7, 2010) – [Discovery Education](#) is the proud platinum sponsor of [FETC 2010](#)'s Opening Session on Wed., Jan. 13 at 3:30 p.m., which will feature actor, author, environmentalist, and activist Ed Begley, Jr., presenting about the roles science and technology play in environmental education.

Ed Begley, Jr. – known for showing up to Hollywood events on his bicycle – is involved in numerous environmental groups, including the Thoreau Institute, Tree People and Friends of the Earth. He also is an established actor. First known for his Emmy award-winning role on the long-running hit television series, *St. Elsewhere*, and appearances in movies such as *A Mighty Wind*, Begley is now co-starring in Planet Green's series, *Living with Ed*. In addition, Begley has authored two books: *Living Like Ed* and *Ed Begley, Jr.'s Guide to Sustainable Living*, the latter of which was released in September 2009.

Demonstrating its on-going commitment to science and environmental sustainability education, Discovery Education is proud to provide teachers and administrators with the opportunity to hear from Ed Begley, Jr., during FETC 2010's Opening Session. Among the company's many resources dedicated to the areas of environmental sustainability and science are:

- [Discovery Education Science](#), the award-winning digital service designed to deepen student understanding of science through standards-based virtual labs, simulations, reading passages, and more.
- [Free online resources](#), such as the Lesson Plan Library, an interactive Puzzlemaker, New Teacher Survival Central, and:
 - The [Siemens We Can Change the World Challenge](#), a national competition that encourages K-12 students to become environmental "agents of change" in their communities;
 - The [Fuel Our Future Now](#) online knowledge center, designed to fuel student curiosity in science, technology, engineering, and math;

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- The [ThinkGreen](#) program, which helps educators harness the importance of the Four R's (Reduce, Reuse, Recycle, and Recover) for students;
- [STEM Connect](#), the new curriculum-based and career development science resource module within Discovery Education *streaming* designed to fuel teacher and classroom engagement by helping students link science, technology, engineering, and mathematics to the real world; and
- [The Siemens STEM Academy](#), which supports educators in their efforts to foster student achievement in STEM subjects, and includes the first online, shared repository of STEM best teaching practices, a National Teacher Academy bringing together science educators from across the country, and an ongoing Webinar series featuring leading scientists and experts in their fields.

The Florida Educational Technology Conference (FETC) will take place Jan. 12-15, 2010, at the Orange County Convention Center in Orlando, Fla. For more information about FETC, visit www.fetc.org.

“I’m looking forward to addressing the 2010 FETC attendees,” commented Begley. “Teachers play a critical role in shaping the lifelong habits of young people. In my remarks, I look forward to impressing on teachers the critical role they can play in leveraging technology to promote among their students a sense of wonder and responsibility about the world around them.”

For more information about Discovery Education, visit www.discoveryeducation.com.

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.

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