

# NEWS RELEASE

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## **Discovery Education Announces *unitedstreaming* South Africa Sweepstakes** *Five lucky teachers will win the experience of a lifetime*

**Silver Spring, MD** (October 6, 2005) – Discovery Education, the leader in digital video-based learning, and Discovery Channel Global Education Partnership, a non-profit organization dedicated to bringing education and technology to children in remote and disadvantaged regions of the world, today announced the ***unitedstreaming* South Africa Sweepstakes**. Five lucky educators from across the country will win the educational and cultural experience of a lifetime: a week-long trip to South Africa where they'll exchange ideas, share knowledge, and enrich their lives with new lessons to bring back to their students.

"Thousands of teachers across the country use *unitedstreaming* to bring the world to their students every day," said Steve Sidel, executive vice president, Discovery Education. "We're thrilled to be working with the Discovery Channel Global Education Partnership to give these same educators a chance to win the trip of a lifetime and explore their world in true Discovery fashion."

The ***unitedstreaming* South Africa Sweepstakes** is open to all educators whose schools already subscribe to *unitedstreaming*. To enter, educators must register at [www.unitedstreaming.com/sweepstakes](http://www.unitedstreaming.com/sweepstakes) and then log into *unitedstreaming* ten or more times between September 26, 2005 and December 31, 2005. In January, a random drawing from all eligible entries will determine the five educators who will win the trip of a lifetime, which includes:

- Round trip airfare and hotel accommodations in South Africa
- Visit to a Discovery Channel Global Education Partnership Learning Center
- Game Reserve tour
- Excursions to Soweto, Johannesburg, and other historic sites

- more -

In addition, 50 First Prize winners will be randomly selected from all educators who have registered and logged in five or more times during the sweepstakes period, winning an InFocus projector for their school.

Odds of winning a prize depends on the total number of eligible entries received. For official rules and more information about the **unitedstreaming South Africa Sweepstakes**, please visit [www.unitedstreaming.com/sweepstakes](http://www.unitedstreaming.com/sweepstakes) or call 800-323-9084.

### **About Discovery Education**

Discovery Education is a division of Discovery Communications, Inc., the leading global real-world media and entertainment company. It produces and distributes high-quality digital video content in easy-to-use formats, in all core-curricular subject areas. The leader in digital video-based learning, Discovery Education is committed to creating scientifically proven, standards-based video resources for teachers, students, and parents that make a positive impact on student achievement. Through strategic partnerships with over 25 public television stations across the country, its public service initiatives, products, and joint business ventures, Discovery Education helps educators around the world engage students in the joy of learning by allowing them to explore the world and satisfy their natural curiosity. For more information, visit [www.discoveryeducation.com](http://www.discoveryeducation.com).

### **About the Discovery Channel Global Education Partnership**

Discovery Channel Global Education Partnership is a non-profit organization that was spearheaded by Discovery Communications, Inc. in 1997 as an effort to bring together partners from the public and private sectors in support of a unique, international, grassroots education and technology project serving disadvantaged communities. Through its Learning Center project and with donor support, the Partnership provides schools and community centers in under-resourced areas with a television and VCR, teacher training, and the on-going delivery of relevant educational video programming. The Partnership is active in nine countries: Angola, Mexico, Namibia, Peru, Romania, South Africa, Tanzania, Uganda and Zimbabwe and works closely to support the respective Ministry of Education programs to use technology to enhance teaching and learning. Worldwide, the Learning Center project serves more than 381,000 children to date and has trained more than 5,700 teachers in the use of TV and video in the classroom. For more information visit [www.discoveryglobaled.org](http://www.discoveryglobaled.org)