



Key Curriculum Press

For Immediate Release

For more information contact:

Leigh Muzslay Browne
Key Curriculum Press
510-595-7000, ext. 126
lmuzslay@keypress.com

Emily Embury
C. Blohm & Associates, Inc.
608-839-9800
emily@cblohm.com

Key Curriculum Press Chosen as Finalist for EdNET 2008 Impact Award

Company lauded for its important contributions to the education industry

Emeryville, Calif. (Aug. 19, 2008) — The Heller Reports, a QED company and leading provider of education market news and events, announced that Key Curriculum Press is a finalist for the *EdNET* 2008 Impact Award. The Impact Award, established in 1992, is part of the prestigious *EdNET* Industry Awards program that recognizes organizations that have made important contributions through their products and programs to the education industry in the past year.

Key Curriculum Press develops effective, high-quality mathematics and science educational materials and is a leading publisher of inquiry-based textbooks, software and supplemental materials for elementary, middle and high school students. The company has had a significant impact on mathematics education for 37 years by championing mathematics as an inquiry science and providing teachers with the tools to lead more students to their full potential in mathematics and science.

The development and advocacy of dynamic mathematics software by Key Curriculum Press – beginning with *The Geometer's Sketchpad*[®] – has significantly improved student learning. Dynamic mathematics software provides students with a tangible way to explore fundamental concepts and relationships.

“We are thrilled to be recognized for our contributions to education in mathematics and science,” said Karen Coe, President of Key Curriculum Press. “Our company’s goal has always been to support educators by developing materials that engage their students in learning. We want mathematics and science to be relevant and accessible to all students.”

The *EdNET* Impact Award recognizes the organization that has made the most significant impact on education through quality educational support and instructional resources.

A panel of leading education industry experts selected the finalists for the *EdNET* 2008 Industry Awards, which is sponsored by The Heller Reports and Quality Education Data (QED), a Scholastic company and leading provider of integrated marketing services for the pre-K through higher education markets.

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“We’ve identified nine organizations who personify the thought leadership of our industry. Their products break the boundaries of traditional teaching and learning and provide students and teachers with new and exciting opportunities. These companies are influencing the future of our nation with their dedication and imagination,” said Michael Jay, president of Educational Systemics, the coordinators of this year’s Industry Awards program.

“More than ever the education business community is challenged with providing innovative solutions to address the varying needs and challenges of today’s students. This year’s *EdNET* Industry Award finalists have raised the bar, demonstrating the visionary capabilities of our industry. We’re honored to have the opportunity reward their work at the *EdNET* conference,” said Andy Lacy, president of QED.

Award winners will be announced on Sept. 16, 2008, during the *EdNET* Conference in Boston.

For more information about the awards program, visit www.EdNETconference.com or phone 800-525-5811, ext. 9421. For more information about Key Curriculum Press, visit www.keypress.com or phone 800-995-6284.

About *EdNET*

The *EdNET* Industry Awards program was created in 1992 to champion the efforts of progressive organizations helping to revitalize the nation’s educational system. The program has become a focal point of the *EdNET* Conference, the education market’s premier annual networking conference produced by The Heller Reports, a Quality Education Data company. The *EdNET* Conference brings together education executives, school administrators, and policymakers to network and build strategic business partnerships. The *EdNET* 2007 Conference will be in Boston, September 14-16. For more information about the *EdNET* Conference and awards program, visit www.EdNETconference.com or phone 800-525-5811, ext. 9421.

About Key Curriculum Press

Key Curriculum Press develops effective, high-quality mathematics and science educational materials. The company is a leading publisher of inquiry-based textbooks, software and supplemental materials for elementary, middle and high school students. In addition, Key Curriculum Press offers professional development workshops and online courses to provide mathematics and science educators with the training, experience and support they need to incorporate effective teaching strategies. The company was founded by mathematics educators in 1971 and is headquartered in Emeryville, Calif. For more information, visit www.keypress.com or phone 800-995-6284.

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