



Shmoop Adds Teacher's Editions to its Free Online Learning Guides

New Teacher Resources Help Educators Make Learning Fun and Relevant

MOUNTAIN VIEW, Calif. (Jan. 25, 2010) – Shmoop® (www.shmoop.com), a publisher of digital resources that make learning fun and relevant for students, introduces Teacher's Editions for 18 of its most popular Learning Guides. Shmoop also is unveiling its new Teacher Resources Center featuring examples and ideas from fellow teachers to help educators learn how to use Shmoop in the classroom.

“Shmoop’s teacher resources help our students understand that what they study is applicable to their lives,” said Kate MacMillan, Coordinator of Library Services at Napa Valley Unified School District. “Shmoop’s expert writers strike the right chord with our students by blending intellectual rigor, wit, passion, and pop culture. Rather than hunting the Internet for trustworthy resources, our teachers and students can now turn to Shmoop.”

Shmoop offers academically rigorous Learning Guides in seven subjects: literature, poetry, bestsellers, US history, civics, biography, and music. Written by experts and educators, Shmoop Learning Guides contain deep analysis, questions, quotes, and multimedia. Shmoop uses a conversational tone in combination with pop culture, trivia and humor to help make topics approachable and relevant to high school students.

Educators can learn more about Shmoop by visiting the new Teacher Resources Center (www.shmoop.com/teachers). Educators can take a tour of Shmoop and get inspiration from colleagues who use Shmoop. Educators also can learn more about the new teacher resources and access Shmoop’s expanding library of Teacher’s Editions and award-winning Learning Guides.

Shmoop Teacher’s Editions include a rich set of free resources:

- 100s of state standards-based assignments, activities and graphical organizers that help students engage with texts and topics.
- A widget that makes it a breeze for teachers to post interesting and fun activities to their classroom Web pages.
- Related interdisciplinary readings across history, civics and literature.

Shmoop also offers premium teacher resources with each of its Teacher’s Editions. For a one-time fee per topic (e.g. [Teaching *The Great Gatsby*](#) or [Teaching the Great Depression](#)), an educator gains unlimited access to:

- Expert-developed quizzes with answer keys.
- Ideas and activities for relating the topic to current events and pop culture.
- Discussion and essay questions to help educators ignite class discussion.

Shmoop Learning Guides are available free of charge to students and educators. Shmoop Teacher's Editions offer free access to 100s of standards-based activities and to related interdisciplinary readings. For a one-time fee of \$5.95 per topic, educators receive unlimited access to discussion and essay questions, reading quizzes, and activities for relating the topic to current events and pop culture.

About Shmoop

Shmoop publishes digital resources that make learning fun and relevant for students. Shmoop content is written by master teachers and Ph.D. students from Stanford, Harvard, UC Berkeley, and other top universities. Shmoop Learning Guides and Teacher's Editions balance a fun, approachable style with academically rigorous materials to help students understand how subjects relate to their daily lives. Shmoop offers more than 1,900 titles across the Web, iPhone, Kindle, and Nook. The company was an Official Honoree in the 2009 Webby Awards and named "Best of the Internet" by PC Magazine. Launched in 2008, Shmoop is headquartered in a Labradoodle-patrolled office in Mountain View, Calif. For more information, visit www.shmoop.com.

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