



Teachers Given Chance to Attend ISTE 2010 Despite Budget Cuts

Focusing on personalized learning, a new video contest from netTrekker offers teachers a chance to win one of two \$1,500 scholarships to attend ISTE 2010

CINCINNATI – Feb. 16, 2010 – Launching today, netTrekker’s new video contest, “Personalized Learning in Action,” gives educators an opportunity to win one of two \$1,500 scholarships to attend this year’s [ISTE 2010](#) conference in Denver, Colo. in June.

Entries will be accepted until April 16, 2010. The contest is open to [netTrekker](#) customers as well as non-customers. A special 30-day free trial is offered to non-customers to enable teachers and students to access and use netTrekker as part of their video submission. The contest encourages educators, with the help of their students, to create video clips illustrating how they use netTrekker (along with other resources) to engage students in a personalized learning experience.

netTrekker is the leading safe K-12 educational search tool. It enables educators to easily and safely connect to thousands of high-quality, standards-aligned digital resources and tools to support students’ unique learning needs. All netTrekker resources are hand-selected by expert educators to keep every search safe, focused and relevant, and cover the entire school curriculum.

Videos entries will be featured on netTrekker’s YouTube channel, and its online educational community, www.nettrekkervillage.com, where other educators can comment and vote on the clips. Educators can earn *extra* contest points by sharing their video with peers, colleagues, and parents using social media tools such as Twitter, Facebook and LinkedIn. Entries will be judged on meeting the requirements, on creativity, and incorporating personalized learning within their classrooms using netTrekker. Winners will be selected by a committee of netTrekker management and content editors and will be notified during the week of April 19, 2010.

Examples of personalized learning in action might include:

- Showing how netTrekker is used to research and build lesson plans;
- Demonstrating how students are using netTrekker in the classroom for project research;
- Building and sharing lesson plans that incorporate differentiated instruction elements for students with special needs; or

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- Assigning projects to students that extend their learning experience beyond the walls of the classroom and into their home lives.

Two winners of the "Personalized Learning in Action" contest will receive \$1,500 towards registration at ISTE 2010, travel, accommodations, and meal expenses. "With many districts and schools experiencing budget cuts, contests like this can help educators stay in touch with what's new in educational technology, and how to leverage these technologies to reach and engage every student," said Kirsty Wertz, vice president of marketing for netTrekker. Additional prizes, including five BrainPOP classroom subscriptions and 20 BrainPOP hats will be awarded to runners-up.

Each year ISTE attracts the top educational technology companies worldwide. Nearly 500 of these companies will be present with amazing displays and educational demonstrations where attendees can get up close and personal with the best technology available today. Attendees can also learn what other education and technology leaders are using to achieve their goals of enhancing student learning through technology.

Full details about the video contest along with links to submit a video are available here: <http://www.nettrekker.com/pages/video-contest>. For schools not subscribed to netTrekker, a no-obligation 30-day free trial can be obtained by visiting <http://www.nettrekker.com/pages/video-contest/extended-free-trial>.

About netTrekker

netTrekker is a leader in the delivery of digital K-12 educational content. The company is dedicated to enhancing the education of today's youth with highly effective technologies that deliver the rich educational value of the Internet to every child in a safe, relevant, easy-to-use format. netTrekker is the #1 educational search tool and was first to market with a standards-based solution utilizing the services of Academic Benchmarks, the premier provider of comprehensive standards-based K-12 educational databases, alignment tools, and integration products. Peers, educators, and parents have honored netTrekker more than 25 times for its contribution to education. Founded in 1999 by Robert Reinders, the company serves millions of students and thousands of schools around the world. For more information, visit www.netTrekker.com, or phone 877-517-1125.

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