



## **netTrekker and Nelson Education Help Canadian Schools Transition to Digital Resources**

***Canadian publisher expands its K-12 product offering with netTrekker's engaging digital education resources that enable personalized instruction***

CINCINNATI – April 19, 2010 – Born in the digital information age, students expect interactive technology-based learning experiences, yet according to Project Tomorrow's research a gap remains between how students are able to use technology in school and how they use it outside school. To help schools address the needs of the 21<sup>st</sup> century student, [Nelson Education](#) Ltd., the leading educational publisher in Canada, has partnered with [netTrekker](#), a leader in the delivery of digital K-12 educational content. Together, Nelson and netTrekker are offering digital instructional resources customized for Canadian schools to enable education leaders to easily and cost-effectively implement a digital-based learning environment that engages and inspires students.

With the growing movement toward interactive whiteboards, laptops and mobile computing in schools, augmenting traditional print resources with digital education solutions is now a viable opportunity in K-12 education. Educators need high-quality digital content that is appropriate for classroom use and leverages the benefits of Web technologies such as up-to-date information and rich multimedia. Recognizing schools' emergent needs, Nelson is expanding its business to K-12 digital education content through a strategic partnership with netTrekker, which has more than 10 years experience providing a curriculum-based, educationally appropriate search tool that supports student-centered, 21<sup>st</sup> century learning. Nelson is now the exclusive distributor of netTrekker in Canada.

"In combination with our existing print and digital learning solutions, netTrekker Canada ensures access for Canadian students and teachers to the most current and relevant Web-based resources, specifically tailored to their individual requirements and interests," said Greg Nordal, president and CEO of Nelson Education. "Since 1914 Nelson's purpose has been to enable the success of Canadian students and educators, and netTrekker uniquely positions us to fulfill that mission for a new generation of learners."

Supporting its growth in Canada and the partnership with Nelson, netTrekker is releasing a Canadian-specific version of its search tool, providing students and teachers with over 300,000 safe, educator-reviewed digital resources that cover the entire school curriculum. With Universal Design for Learning and a variety of unique features designed to support personalized instruction, netTrekker enables teachers to support every student's individual needs and help them succeed. These features include *Read Aloud* support for struggling learners and special needs students, customized content for English Language Learners, a dictionary/translation *Hot Key*,

and *My Portfolio*, which allows teachers to bookmark, organize and share resources, as well as assign them to students for project-based learning.

"Through the partnership, we've been able to draw on Nelson's expertise and the new flexibility of our netTrekker product to customize an offering to align with Canada's educational curriculum, and better serve the needs of Canadian educators and students," said netTrekker CEO Randy Wilhelm. "We believe this partnership will serve as a model for other publishers as they transition to digital content and services to provide students with engaging, personalized learning experiences."

For more information about netTrekker Canada, visit <http://www.netTrekker.ca>.

#### **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](http://www.netTrekker.com) or phone 877-517-1125.

#### **About Nelson Education**

Nelson Education Ltd. is Canada's leading educational publisher providing innovative products and solutions for learners of all ages. Nelson values and respects the lifelong learning continuum, and dedicates its business efforts to the diverse learning needs of students and educators alike. Nelson Education serves Canada's K-12, Higher Education, Professional Learning and Business, and Industry and Government markets. In addition to its English language publishing, Nelson also supports French Language learning markets through Groupe Modulo, its Quebec-based publishing business. For more information, visit [www.nelson.com](http://www.nelson.com).

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