



THE SIGHTS & SOUNDS
OF EDUCATION

News Release

For Immediate Release

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Califone Spirit™ 10th Anniversary Contest Encourages Educators to Submit Creative Ideas for Multimedia Use in the Classroom

Educators to submit their best practices to the Califone Facebook page each day from March 26 to April 6 for a chance to win a Spirit SD Multimedia Learning Center

San Fernando, Calif. (March 26, 2012) – For 10 years, educators have relied on *Califone Spirit™ boomboxes* to enliven curriculum lessons through the power of audiovisual aids. While learning tools have evolved over time, multimedia-based activities remain an effective instructional method to address multiple learning styles and enhance curriculum lessons. To celebrate the 10th Anniversary of the Spirit Multimedia Player/Recorder, *Califone* is holding a 10-day contest in which one educator will win a 4-Person Spirit SD Learning Center each day.

“Educators have always found creative and innovative ways to integrate audiovisual elements into their daily lessons to capture students’ interest and foster learning,” said Tim Ridgway, vice president of marketing for *Califone*. *“The [Spirit SD Learning Center](#) 10th Anniversary Contest gives educators an opportunity to share their knowledge with their peers, and be recognized for pioneering ways to support 21st century skill development and differentiate instruction through multimedia.”*

Beginning Monday, March 26, educators may submit their entries with the #Califone hashtag to the *Califone* [Facebook](#) page each business day through Friday, April 6. Each entry should list two ways the educator would use the Spirit to engage students and improve their learning. If one of the ideas involves helping students with their reading, be sure to mention the publisher and the program’s name. Alternately, a picture or video could be posted including the same elements. Submissions will be evaluated by the level of creativity, use of multiple learning modalities, and the ease with which other educators can replicate the ideas. Participants are allowed to enter on multiple days, but a previously submitted idea can’t be used again. Contest rules and submission requirements are detailed on the [Califone blog](#).

The latest in the *Califone* line of Spirit multimedia players, the 1886, features a built-in SD card slot, [USB port](#), cassette recorder/player, CD player, and AM-FM radio to meet the wide-ranging needs of educators and students in classrooms and library media centers. Built for high-use

environments, with shatterproof [ABS plastic](#) for durability and safety, it's ideal for group and individual reading activities, literacy exercises, English Language Development, English as a Second Language, and other language learning programs. With the addition of *Califone* headphones and a [jackbox](#), educators can create custom listening centers for differentiated group learning.

For more information on the full line of *Califone* products designed for the education market, and safe for school and library use, call 1-800-722-0500, or visit www.califone.com to view and download the entire *Califone* catalog.

About *Califone*

Califone was founded in 1947 and continues to be a leader in the design, development and manufacturing of audiovisual and supplemental curriculum products for use in education, presentation and professional markets. The company offers a complete line of audio solutions, wireless systems and multimedia products for small, medium and large presentation needs. *Califone* serves millions of educators and students in the PreK through higher education school environments, and has expanded to serve business and industry, houses of worship, parks and recreation, and other presentation markets as well.

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