

Sample Press Release

For Immediate Release

Contact: (name of contact person)

Date (Month, day, year)

Phone number, email address

LOCAL BUSINESS SUPPORTS TEACHER TRAINING

Will Enhance STEM Instruction

NAME OF CITY, STATE – A grant from (Local Business, Inc.) will support professional development for teachers at (Our School District), helping them prepare to teach an innovative, award-winning elementary school curriculum that fosters engineering and technological literacy. The day-long Engineering is Elementary® (EiE) workshop will take place next week at (Location/local Elementary School.) (X number of) teachers will take part in the training. EiE is a project of the National Center of Technological Literacy® (NCTL®) at the Museum of Science, Boston.

“(LocalBusiness, Inc.) is supporting teacher training because we are committed to education in the local community,” says (LocalBusiness CEO). “We know that better STEM instruction is critical to prepare students for America’s technology future. Programs like Engineering is Elementary give students hands-on, inquiry-based learning experiences that will inspire them to pursue science and engineering in high school and college.”

“Our school district appreciates the generous support from (LocalBusiness,) which helps us continue to provide outstanding instruction,” says (School District Superintendent). “We’re excited that our teachers will be prepared to teach STEM subjects in such an innovative way.”

“We must introduce children as early as possible to the engineering design skills that will spark them to use science and math to solve real problems,” says Ioannis (Yannis) Miaoulis, Museum of Science president and director. “Engineering can bring science alive, make it relevant, and spark future innovators.” He launched the NCTL to integrate engineering into museums and schools nationwide through advocacy, creating educational products, and offering educators professional development. The Museum of Science is the only science museum in the country with a comprehensive strategy and infrastructure to foster technological literacy in both science museums and schools nationwide.

Engineering may not seem like an obvious subject for elementary school students to study. But research shows instruction in engineering enhances the way students learn science—as well as math and other subjects. “Children are born engineers,” says EiE founder and director Christine Cunningham. “They love to build things—and they love to take things apart to

see how they work. EiE helps teachers connect the dots between this natural passion for engineering and traditional science and math education.”

EiE was developed with support from the National Science Foundation. The research-based, standards-driven curriculum is organized around 20 engineering challenges. Students read storybooks about children from around the world who are faced with design challenges. After reading the stories, the students work in teams, just like real engineers, to solve real-world problems such as building bridges or designing biomedical devices.

A hands-on, inquiry-based program developed with support from the National Science Foundation (NSF), major corporations, and foundations, EiE was one of the first programs chosen by Change the Equation as part of President Obama’s “Educate to Innovate” campaign to improve STEM education. The research-based, classroom-tested curriculum, which meets both state and federal standards, is organized around 20 engineering challenges. Students read storybooks about children from around the world who are faced with design challenges. After reading the stories, the students work in teams, just like real engineers, to solve real-world problems such as building bridges or designing biomedical devices.

An interdisciplinary and hands-on curriculum, EiE has already reached nearly 65,000 teachers and an estimated 4.8 million students at schools in all 50 states.

About The Museum of Science, Boston’s Engineering is Elementary® Program

Initiated in 2003, the Museum’s EiE program taps into the natural curiosity of elementary school children to cultivate their understanding of engineering and technology. Its curriculum provides a structure for teamwork as students work together to apply their knowledge of science and math in creative ways, and to design, create and improve possible solutions.

The EiE curriculum consists of 20 engineering units featuring children from diverse cultures and backgrounds around the world. Unit titles include Catching the Wind: Designing Windmills; Just Passing Through: Designing Model Membranes; and Taking the Plunge: Designing Submersibles. Further information on EiE units is available at eie.org.

EiE is one of seven programs chosen by Change the Equation as part of President Obama’s “Educate to Innovate” campaign to improve STEM education.