



PRESS RELEASE

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FOR IMMEDIATE RELEASE

Teaching Strategies' *The Creative Curriculum*® System for Preschool Recognized by the Association of Educational Publishers and Adopted in Three Additional States

Washington, DC, June 16, 2011—Teaching Strategies, Inc. is pleased to announce that it has received two 2011 Association of Educational Publishers (AEP) Awards, which are given to the highest-quality educational resources. The AEP annual awards program and its seal of excellence are widely recognized by educators, administrators, and parents as a mark of outstanding educational value.

The Creative Curriculum® System for Preschool won a Distinguished Achievement Award in the Curriculum category. This comprehensive, research-based system combines detailed knowledge-building and daily practice resources to help early childhood educators build exceptional programs. Distinguished Achievement Award entries are judged by category (Curriculum, Periodicals, Professional Development, and Technology), subject area, and grade level. Products are evaluated on such qualities as efficacy, usability, and overall educational value.

The Creative Curriculum® System for Preschool Touring Guide won a Beacon Award in the Brochure category. Beacon Award winners feature effective branding and engaging messaging that communicates the value of particular products to teachers, administrators, and parents. Entries are judged on design and editorial quality, efficacy in reaching the intended audience, and overall cohesiveness.

The 2011 AEP Award winners were announced last week at AEP's Annual Awards Banquet & Gala, held at the Omni Shoreham hotel in Washington, DC. The full list of award winners can be found online at <http://www.aepweb.org/awards/winners.htm>.

The Creative Curriculum® System for Preschool was also adopted recently in three additional states. The Utah State Office of Education announced today that the System has been approved for statewide use. It was also recently placed on the Textbook Adoption List in Mississippi and approved statewide by West Virginia's Office of School Readiness.

About Teaching Strategies, Inc.

Teaching Strategies is a dynamic educational publishing company that serves the early childhood community exclusively, bringing curriculum, assessment, professional development, and family connection resources to programs serving children from birth through kindergarten. The company's mission is to provide the most effective early education resources to support the critical work of early childhood educators. For more information about *The Creative Curriculum*® System for Preschool, please visit <http://www.teachingstrategies.com/national/national-system.html>.