



News Release

For Immediate Release

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Ignite! Learning Sheds Light on Science and History of Daylight Saving Time

YouTube Helps Leading Educational Publishing Company Provide Current Events Updates Via the Web

AUSTIN, Texas – March 9, 2007 – Just in time for the earliest start of Daylight Saving Time in history, Ignite! Learning, an educational curriculum publishing company, has uploaded the video lesson “Daylight and Time” to its IgniteLearning YouTube channel. “Daylight and Time” provides a brief science and history lesson on the origin of daylight saving time, and explains why a joke uttered by Benjamin Franklin in 1784 brought about the twice-per-year switch of the clock starting in the 20th Century to conserve energy.

“Daylight and Time” is Ignite!’s monthly installment in its YouTube Current Events Media release series. The company regularly posts educational video lessons to help teachers and students keep up to date with advances in science and current events, providing a way for schools to overcome the problem of textbooks that quickly become outdated. For example, most science textbooks will be slow to explain the new definition of “planet” that recently removed Pluto as the ninth planet. Ignite! was able to leverage YouTube as a mass-market delivery system and offer teachers a tool to address such a cosmic change with a curriculum update entitled “Change Some Definitions.”

Daylight Saving Time (not “Savings” time, as the Ignite! video reiterates) normally begins the last Sunday in March or the first Sunday in April and ends on the last Sunday of October. This year, for the first time, DST will begin three weeks early, on March 11. It will end November 4.

Said Ignite! Producer Erich Pelletier: “We decided to take advantage of the news buzz that will be seen in the coming days over changes in this year’s Daylight Saving Time. The video our team created explains the science, history, and intent of DST and why the start and stop dates for DST will move around this year. Hopefully, we’ve made the whole topic a little more entertaining than it should be.”

In addition to its current events releases, Ignite! Learning has reformatted and uploaded to YouTube samples from its comprehensive, standards-aligned Curriculum on Wheels (COW), a new-media, interactive learning system

developed for middle school and upper elementary instruction. Teachers use the COW to prepare and deliver core science, history and social studies lessons that enhance students' learning and retention. Each portable unit includes a computer, projector and speakers and is preloaded with courses that cover multiple years of material, using songs, animation, maps, timelines and interactive games.

Ignite!'s ability to rapidly respond to current events also gives teachers the means to provide added depth to lesson topics that are thrust to the forefront of the news. This kind of content, which helps connect what kids are learning in school with what's happening in the news, is made available for free at <http://www.ignitelearning.com> and on YouTube (http://www.youtube.com/profile_videos?user=ignitelearning), and will be added to a current events section on COW updates.

About Ignite Learning

Ignite! is committed to helping teachers by creating classroom solutions that are comprehensive, motivational, and easy to use. The company's curriculum is rooted in current research on best practices for middle and upper elementary schools. School districts and public and private schools in more than 19 states as well as the District of Columbia and Puerto Rico have adopted the Ignite! Curriculum On Wheels to help improve student performance in science and social studies. Ignite! plans to release a comprehensive mathematics curriculum in 2007. For more information on Ignite! Learning, visit www.ignitelearning.com.

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