



## **FOR IMMEDIATE RELEASE**

Contact: Lori Anderson  
Ignite! Learning Marketing Manager  
[Landerson@ignitelearning.com](mailto:Landerson@ignitelearning.com)  
512.687.7011

### **Teaching Pluto: Ignite! Releases Updated Pluto Content for Teachers**

**Austin, Texas-- September 18, 2006 --** Ignite!, an educational media company located in Austin, Texas, has responded quickly to the recent scientific news of Pluto's changing status with an animated music video. In an entertaining way, the video:

- explains why astronomers redefined "planet"
- explains what part of the new definition excluded Pluto
- makes the broad point that scientific definitions and categories change as new understandings are reached.

The company has made the video available for free on YouTube <http://www.youtube.com/watch?v=g2bN5KsCWZ8> and on its own website [ignitelearning.com](http://ignitelearning.com). When current events relate to core content areas (such as how we classify objects in our solar system), teachers face the challenge and opportunity of seizing a teachable moment. As a way of supporting teachers' efforts, Ignite! will from time to time make available topical science and social studies animations.

The video also highlights the fact that, compared to giant textbook companies, a small educational media company can more nimbly make curriculum updates in response to current events.

Ignite! produces educational media targeted to middle schools and upper elementary. Besides science, the company also has a social studies curriculum, and is currently developing a math course. For more information about Ignite! Learning visit: [ignitelearning.com](http://ignitelearning.com)

New Ignite! Pluto media can be found here: <http://www.youtube.com/watch?v=g2bN5KsCWZ8>  
OR [www.ignitelearning.com](http://www.ignitelearning.com)