

**\*\*MEDIA ADVISORY\*\***

**DISCOVERY EDUCATION HOSTS OFFICIAL LAUNCH EVENT FOR GROUND-BREAKING DIGITAL MATH TECHBOOK**

*-- Event Will Feature a Compelling Thought-Leadership Panel on Math Achievement and Model Lesson Delivered by Students and Educators --*

**WHAT**:

**On** **Thursday, January 8,** [Discovery Education](http://www.discoveryeducation.com) will host the official launch event for the [Discovery Education Math Techbook series](http://www.discoveryeducation.com/what-we-offer/techbook-digital-textbooks/math/north-carolina.cfm), a breakthrough, interactive digital textbook that fosters a deep understanding of math concepts and demonstrates to students the relevance of math in their everyday lives. The day’s events will include a thought-leadership panel to discuss the wide-ranging implications of math achievement in the United States. Additionally, students and educators from D.C. Public Schools and Maryland’s Wicomico County Public Schools will model sample lessons from Math Techbook, demonstrating the digital textbook’s innovative instructional method, interactive features, embedded tools and assessment resources to more than 50 guests from across the country. Math Techbook is the latest addition to the company’s award-winning line of [digital textbooks](http://www.discoveryeducation.com/what-we-offer/techbook-digital-textbooks/index.cfm), transforms the way students and teachers experience math through engaging instructional strategies and real-world problems that motivate and excite students with diverse learning styles.

**WHO:**

* Thought-leadership panel will be moderated by NBC News4 Today anchor Aaron Gilchrist and will feature:
	+ Dr. Mark Edwards, Superintendent of the Mooresville Graded School District in Mooresville, N.C.
	+ Dr. Francis “Skip” Fennell, Professor of Education at McDaniel College
	+ Danica McKellar, Actress and Best-Selling Author
	+ Michele Weslander-Quaid, Chief Innovation Evangelist at Google
	+ Portia Wu, Assistant Secretary of Labor for Employment and Training
* U.S. Secretary of Labor Thomas Perez
* Students from District of Columbia Public Schools’ Wheatley Education Campus
* Students from Wicomico County Schools’ Bennett Middle School and Wicomico High School
* Bill Goodwyn, President and CEO, Discovery Education
* Kelli Campbell, Senior Vice President, Discovery Education
* Hall Davidson, Senior Director, Discovery Education
* Scott Kinney, Senior Vice President, Discovery Education
* Patrick Vennebush, Director of Mathematics and lead content creator of Math Techbook, Discovery Education

**WHEN:**Thursday, January 8, 1– 4 p.m. Highlights of the day include:

* 1:00 p.m. Kick-off with Hall Davidson
* 1:05 p.m. Remarks from U.S. Secretary of Labor Thomas Perez
* 1:15 p.m. Thought-leadership panel, *What Does It Mean to Win?*
* 2:30 p.m. Math Techbook Launch with Bill Goodwyn and Kelli Campbell
* 3:10 p.m. Student Experience with Math Techbook
* 3:20 p.m. Closing Remarks by Scott Kinney

**WHERE:**
Discovery Education’s Global Headquarters, One Discovery Place, Silver Spring, MD 20910

Livestream: <http://www.discoveryeducation.com/mathtechbooklaunch>

**CONTACT:**

Elizabeth Hillman, Discovery Education, elizabeth\_hillman@discovery.com, (240) 662-2664

Christina Scripps, Discovery Education, christina\_scripps@discovery.com, (240) 662-6502

**About Discovery Education**

Discovery Education is the global leader in standards-based digital content and professional development for K-12, transforming teaching and learning with award-winning digital textbooks, multimedia content that supports the implementation of Common Core, professional development, assessment tools, and the largest professional learning community of its kind.  Available in over half of all U.S. schools and primary schools in England, community colleges and in 50 countries around the world, Discovery Education partners with districts, states and like-minded organizations to captivate students, empower teachers, and transform classrooms with customized solutions that accelerate academic achievement. Discovery Education is powered by Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), the number one nonfiction media company in the world. Explore the future of education at [www.discoveryeducation.com](http://www.discoveryeducation.com).