

For Immediate Release

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Hollister Kids Completes 8-Month Education Project for National Constitution Center in Philadelphia

Hollister Kids (www.hollisterkids.com) has completed an eight-month education project exploring politics and the U.S. Constitution for the National Constitution Center in Philadelphia.

The project, created with the News In Education program of The Philadelphia Inquirer, included two education supplements to the newspaper and a series of 1/4-page teaching advertisements in support of the Constitution Center's election exhibit "Headed to the White House."

Hollister Kids, the education division of Hollister Creative (www.hollistercreative.com), handled graphic design, editing and project management for the project.

The first education supplement was created for delivery with the newspaper prior to the Pennsylvania primary on April 22 and the second was delivered in conjunction with national Constitution Day on September 17.

The teaching advertisements, which challenged students to use the newspaper to follow the presidential election, ran the last six weeks of the campaign prior to Election Day on November 4.

The graphic look of the supplements and ads was created by Hollister designer Georgette Klotz to reflect the graphic look of the "Headed to the White House" exhibit at the Constitution Center. The exhibit runs through December 14, 2008.

Prior to this project, Hollister Kids created two nationally honored teaching supplements on the Constitution for syndication to U.S. newspapers.

Both were gold medal winners in the national Distinguished Achievement Awards competition of the Association of Educational Publishers and both were honored as “Best New Products” for their year in the Literacy/Newspaper In Education awards competition of the Southern Newspaper Publishers Association.

“The Constitution in the News” teaches students how the Constitution affects their lives by looking at constitutional issues and court cases that have made news in the last several years. Lessons focus on issues that affect students, such as free speech in schools, dress codes, music downloading, student privacy regarding grades, drug testing for student activities and the 2007 Supreme Court ruling on school integration.

It was written by Hollister Kids editorial director Peter Landry and designed by Hollister graphic designer Renée Guie.

“The Constitution: Blueprint of a Nation” explains the Constitution and the Bill of Rights and explores how each plays a part in our lives and the news today. Lessons in the supplement examine the three branches of government set up by the Constitution and the freedoms established in the Bill of Rights. Lessons also connect constitutional issues to today's news with a special "Constitution & You" feature that appears on every page.

It was written by Hollister staffers Sara Shahriari, Martha Michaela Brown and Don Harrison and was designed by Kimberly Rogers.

Hollister Kids creates custom educational materials for corporations, non-profit organizations, museums and sports teams, and syndicates a catalog of 75 original curriculum packages to newspapers nationally.

Hollister Kids materials have been used by 95 of the top 100 newspapers in America, ranked by circulation.