

For Immediate Release

Hollister Kids Creates Teaching Materials for the Inauguration of President Barack Obama

To mark the Inauguration of President Barack Obama this month, Hollister Kids has developed a news-based, Inauguration teaching series for use by newspapers and a news-and-history classroom supplement to help teachers make the most of this historic teaching opportunity.

Hollister Kids, the educational division of Hollister Creative, is a nationally honored creator of education materials that connect with news and current events.

The Inauguration series includes four half-page current events features for use with printed newspapers, newspaper Web sites or electronic editions offered by newspapers online.

Each feature engages students with a 500-word Inauguration story written from a student perspective, a follow-up question designed for use as a writing or discussion prompt and activities that explore the week's topic in the pages of the daily newspaper, its electronic edition or its Web site.

The features are distributed through Hollister Kids' syndication Web site for use the week prior to Inauguration Day or during Inauguration Week.

The news-and-history classroom supplement is a Keepsake Inauguration Edition of Hollister's "Living Black History" curriculum. This 16-page package includes a teaching essay on the election of Obama, an essay on how contemporary events connect with the lessons of Black History from the past and profiles of newsmakers that demonstrate the Obama election did not happen in isolation but in the context of achievements by African Americans in other fields. The supplement features a commemorative cover for use Inauguration Week but also will be available for school use during Black History Month.

The Inauguration current-events series was modeled after Hollister Kids'

weekly “Newspaper PLUS” feature, which was a finalist for Best Youth Column in the national Distinguished Achievement Awards competition of the Association of Educational Publishers.

The Inauguration materials were written by Hollister Kids editorial director Peter Landry, a former political reporter for The Philadelphia Inquirer, and designed by Hollister graphic designer Georgette Klotz.

About Hollister Creative

Ranked among the top 25 graphic design firms in Greater Philadelphia by the Philadelphia Business Journal, Hollister Creative is the only one with a full range of copywriting and editorial services. Hollister’s writers, editors and graphic designers provide award-winning creative services in three areas of specialty: custom publishing, marketing communications and educational publishing.

For more information, visit www.hollistercreative.com.

About Hollister Kids

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

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

For more information, visit www.hollisterkids.com.

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