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## **Curriculum Associates Receives Awards from Leading Education and Creative Services Organizations**

*Leading supplemental publisher is recognized for its outstanding products, marketing campaign, catalog, and website*

NORTH BILLERICA, MA, September 3, 2010 — Curriculum Associates, LLC, a leading publisher of research-based supplemental curriculum materials, has recently been honored with numerous awards for its products and marketing efforts. Most notably, Curriculum Associates was the recipient of the Association of Educational Publishers (AEP) Gold Beacon Award, the AEP Distinguished Achievement Award, ComputED Gazette's 16<sup>th</sup> Annual Best Educational Software Awards (BESSIE Awards), and a collection of design awards for its product campaigns, product catalogs, and state-specific website.

"Curriculum Associates is dedicated to providing the most comprehensive collection of curriculum-based resources for PreK–12 students and educators," said Robert L. Waldron, president and CEO of Curriculum Associates, LLC. "The recognition from the awards exemplifies the efforts that our entire team, from Product Development to Marketing and Creative Services, has contributed to producing standout products that will enhance the learning experience for students while helping them master core learning concepts in education."

Curriculum Associates recently received the following awards:

**AEP Gold Beacon Award:** Each year, the AEP, a non-profit organization that serves the needs of the entire K–12 educational resource community, recognizes a company that truly stands out as the "best of the best" for their education marketing efforts and honors them with the Gold Beacon Award. Curriculum Associates received the 2010 honor for their comprehensive, state-specific website, [www.CurriculumAssociates.com](http://www.CurriculumAssociates.com).

**AEP Distinguished Achievement Award (DAA):** Curriculum Associates' BRIGANCE<sup>®</sup> Comprehensive Inventory of Basic Skills II (CIBS II) and BRIGANCE<sup>®</sup> Transition Skills Inventory (TSI) received a DAA in the Professional Development category under the Assessment Tools sub-category for grades 9–12. The DAAs highlight the standard of excellence other developers can measure their products against and is the largest branch of AEP's award program.

**ComputED Gazette's 16<sup>th</sup> Annual Best Educational Software Award (BESSIE Awards):** Diagnostic Online Reading Assessment<sup>®</sup> (DORA) and Diagnostic Online Math Assessment<sup>®</sup> (DOMA) were both recently honored with BESSIE Awards. These awards target innovative and content-rich programs and websites that provide parents and teachers with the technology to foster educational excellence. DORA and DOMA received recognition in the Early Elementary Reading Assessment Website category and the Upper Elementary Math Assessment Website category, respectively.

**2010 Fexy Award:** Sponsored by the American Pixel Academy, the Fexy Awards honor outstanding use of graphic effects in print, web, and moving pixels. Curriculum Associates' National 2010 Spring catalog and website were each honored with a 2010 Fexy Award.

**2010 Hermes Creative Award:** Curriculum Associates' QUICK-WORD<sup>®</sup> campaign, an email and web-based outreach program highlighting the product's ability to help students use and spell words correctly while writing, received the highest recognition from the Hermes organization by receiving a 2010 Platinum Award. The Hermes Creative Awards program, an international competition for creative professionals involved in the concept, writing, and design of traditional materials and programs and emerging technologies, also recognized Curriculum Associates' National 2010 Spring catalog with a Gold Award.

**2010 Interactive Media Award (IMA):** Lastly, Curriculum Associates' website received an IMA Outstanding Achievement Award, an award created by the Interactive Media Council, Inc. that recognizes the highest standards of excellence in website design and development.

To view Curriculum Associates' complete award-winning offerings, visit [www.CurriculumAssociates.com](http://www.CurriculumAssociates.com).

#### **About Curriculum Associates**

Founded in 1969, privately owned Curriculum Associates, LLC, is dedicated to designing research-based instructional materials, screens and assessments, and data management tools. The company's products and outstanding customer service provide teachers and administrators with the resources necessary for teaching a diverse student population and fostering learning for all students. For company and product information, visit Curriculum Associates on the Web at CurriculumAssociates.com or call 800-225-0248 to speak to a customer representative.

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