

EdTech Digest Names Cool Tool Award Recipients

Lesson Planet singled out for excellence in the education marketplace

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FOR IMMEDIATE RELEASE

SANTA BARBARA, Calif., Nov. 28, 2011 — Lesson Planet, an innovative online search solution that puts trusted lesson-planning resources at the fingertips of preK-12 educators, announced today that it has been honored as a Finalist in the Cool Tool category of The [2011 EdTech Digest Awards Program](#), which recognizes people, products and services that make an outstanding contribution to transforming education through technology. Lesson Planet helps educators supplement their curriculum and differentiate instruction by providing them with a convenient way to search 400,000+ teacher-reviewed, standards-correlated open educational resources.



"In a crowded field of entries, it's exciting to acknowledge those companies and products making the biggest difference," said Victor Rivero, Editor-in-Chief of EdTech Digest, a publication featuring leaders in the education field dedicated to making a difference for future generations through the innovative use of technology. "We were overwhelmed with the volume and the quality of the submissions. . . . Quality, access and real results are the defining characteristics of our honorees, and will be precisely what moves education forward into its next iteration. Educators, administrators, parents and students are depending on real solutions. This year's honorees have done well to achieve such goals."

The criteria for determining finalists and winners of the [2011 EdTech Digest Awards](#) included attractiveness of the product, its ability to interest the consumer and deliver a clear message, navigability, how well it supported its claims, achievement of goals and current success rate, and potential value over the long-term.

"We are honored to be recognized by such a respected publication as EdTech Digest," said Jim Hurley, Lesson Planet CEO & Founder. "Winning the award is a validation of our continued efforts to deliver the best possible product to educators everywhere."

About Lesson Planet

Lesson Planet (www.lessonplanet.com) is the leading online curriculum search solution for PreK-12 educators. The award-winning search engine enables teachers to easily find and share 400,000+



teacher-reviewed curriculum resources within an online, professional community. Teachers address specific curriculum objectives and save valuable planning time by using search criteria to narrow by subject, grade, 21st Century Skills, Common Core and state standards, and more. Founded by an educator in 1999, the company is committed to helping teachers be great teachers. Every resource is rated by Lesson Planet's team of credentialed teachers, providing quality members can trust. In addition to individual teacher memberships, schools and districts can subscribe to Lesson Planet's cost-effective and easy-to-administer School Edition. For more information, email Sales@lessonplanet.com or call 877-953-7766.

About EdTech Digest

EdTech Digest (www.edtechdigest.com) celebrates all the latest technologies moving education forward, delving deeper into the stories of the people behind the technology to discover what truly drives them to conceptualize, create, develop and deploy their ideas to the masses. Featuring movers and shakers in and around education who are dedicated to making a difference for our future generations, editorial focus is on the topical and current to thought-leader broadviews. The EdTech Digest Awards Program recognizes the best and brightest people and transformative technology products and services in education.