



**GEORGIA MATH AND SCIENCE SUCCESS PROGRAM ROLLS OUT CAMPAIGN
“math + science = success” Public Awareness Messages Go Back to School**

FOR IMMEDIATE RELEASE

Contact: Karin Koser, karin@kpkco.com, 404.636.9311
Beth Hawks, beth@kpkco.com, 404.814.1015

[Atlanta – August 29, 2006] – The Partnership for Reform in Science and Mathematics (PRISM) is rolling out a second wave of public service messages timed to coincide with all Georgia schools being back in session.

PRISM’s “math + science = success” campaign, which features students from elementary through high school grades, initially launched in late January. “math + science = success” is the theme adopted by PRISM that aims to increase awareness of the significance of these subjects among parents, teachers, business leaders, the community-at-large and students themselves. The comprehensive awareness campaign utilizes the theme on billboards in the east central and southeast regions of the state, as well as on TV public service spots, which will begin airing in Savannah this week. In addition, every CAT (Chatham Area Transit) bus will feature the ads for the next eight weeks. In Atlanta, beginning September 1, the campaign will grace bus shelters and MARTA trains and stations. In northeast Georgia, area billboards will carry the “math + science = success” message. Also, parents can find tips on how to help their children excel in these subjects, along with resource suggestions, at www.mathsciencesuccess.org.

The public awareness campaign is a critical element of PRISM’s five-year grant funded by the National Science Foundation and the first such grant to incorporate a public awareness campaign. The grant and the campaign are being administered under the banner of the University System of Georgia with the awareness campaign offering the first “call to action” for parents and the community-at-large.

2nd wave of “math + science = success”

Add One

“First and foremost, we want parents to know that they can help their children succeed in school, and particularly in math and science,” said Rosalind Barnes, PRISM Public Awareness PRISM Campaign Director. “They don’t have to be skilled at these subjects themselves, but do need to help motivate their children to be aware of how important mastery of science and math is in our technology-driven world. The campaign drives home the message that each child, with motivation and determination, can succeed in these subjects.”

Made to look like a patch, PRISM’s formula for *Success* appears in the campaign’s advertising materials in conjunction with compelling photographs of children from elementary school through high school age. The series of ads and collateral materials uses various taglines and text to support PRISM’s research findings that math and science skills are important for students’ future whether graduating from high school, advancing to college and doing well in a career or technical field or other life choices.

“math + science = success” was developed by Atlanta advertising agency Mindpower, Inc. after a thorough review of PRISM’s research of parents and students throughout the state and in conjunction with the initiative’s ten strategies to advance awareness of math and science, to attract and retain teachers and to enhance professional development for teachers of kindergarten through college.

About PRISM

The Partnership for Reform in Science and Mathematics (PRISM) is a five-year initiative funded by the National Science Foundation and administered by the University System of Georgia with the primary purpose of improving student achievement in science and mathematics at all levels of education throughout Georgia. PRISM is working actively in four diverse regions of the state with partners at the university and P-12 level in each region. For more information about PRISM, visit www.gaprism.org.

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