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FOR IMMEDIATE RELEASE

EDREFORMER LAUNCHES NEW WEBSITE GETTING SMART New Website, Blog and Community For Innovations in Learning

Seattle, Wash., August 23, 2011 - Longtime leading voice and community for education reform, edReformer, launched Getting Smart™ this week, a global initiative focused around innovations in learning.

Getting Smart covers developments in research, technology, and learning strategies while it seeks to develop a community of people passionate about learning and helping others learn. The website and blog's contributors consist of teachers, advocates and entrepreneurs - but most of all learners.

"Getting Smart is less about tired reform debates and more about innovative solutions leading to equity and excellence," said edReformer Founding Blogger Tom Vander Ark. "Around the world, it's clear that getting smart is a priority for every family, community and state - it's our mission to help make that a reality."

The new website, www.GettingSmart.com, will house edReformer blog posts as well as op-eds from Tom and other learning leaders. Like Tom's forthcoming book, Getting Smart: How Digital Learning is Changing the World, the site focuses on K-12 but also covers informal, early, post-secondary and adult learning.

Tom says, "We are optimistic about the potential of connecting more young people to the idea economy through personal digital learning."

ABOUT TOM VANDER ARK AND GETTING SMART

Tom Vander Ark, an avid learner and a lead blogger of Getting Smart, serves as CEO of Open Education Solutions and is a partner in Learn Capital, a venture capital fund focused on learning. He also chairs the International Association for K-12 Online Learning (iNACOL).

Getting Smart advocates for innovations in learning and constructs and supports initiatives and events that help districts, cities, states, leaders and companies "get smart."

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