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## **ASSET Inc. Partners with G-Team for Education Initiative**

### **ASSET Campaign for Classroom Science Kits to Put Science Materials into Hands of Pittsburgh-Area Elementary and Middle School Students**

Pittsburgh – ASSET Inc. (Achieving Student Success through Excellence in Teaching) and G-Team (<http://www.groupon.com/g-team>), the philanthropic arm of Groupon, announce the launch of a local campaign to provide hands-on, minds-on science curriculum materials to Pittsburgh-area K-8 classrooms.

The *ASSET Campaign for Classroom Science Kits* campaign will be available on Groupon Pittsburgh's G-Team page beginning on Tuesday, November 1st and running through Thursday, November 3<sup>rd</sup>. Utilizing G-Team's collective action model, Groupon followers can support the ASSET initiative in increments of \$10, with each \$300 raised providing a science module with enough hands-on science materials for 9-12 weeks of science investigations for a classroom of 30 students.

ASSET's mission is to continuously improve teaching and learning through providing cutting-edge teacher professional development and standards-aligned, hands-on curriculum materials. ASSET rents and refurbishes the K-8 science kits after each use at its 30,000 square-foot Materials Support Center on Pittsburgh's South Side. ASSET takes care of the materials so that teachers can focus on what they do best – teach.

Research shows that student interest in STEM (science, technology, engineering and mathematics) subjects needs to be sparked early, before the age of 11. The ASSET science program does exactly that by engaging students in hands-on, minds-on science in Pennsylvania elementary and middle schools. An independent evaluation showed that 4th-grade students in ASSET member's schools out-performed their peers in science on the Pennsylvania System of School Assessment (PSSA).

"We are very excited to have this unique opportunity through Groupon's G-Team to put hands-on, minds-on science materials into the hands of elementary and middle school students, allowing them to learn science like scientists do," said Cynthia Pulkowski, ASSET Inc. Acting Executive Director.

100 percent of the G-Team campaign proceeds will be used to provide hands-on science materials to local schools.

#### **About ASSET Inc.**

Established in 1994, ASSET Inc. is an education improvement nonprofit that supports school districts in implementing a standards-based science education program through teacher professional development aligned with hands-on curriculum materials for grades K-8. ASSET designed and managed the 5-year statewide *Science: It's Elementary* initiative. **Independent evaluation results show that 4<sup>th</sup>-grade students in ASSET member schools scored statistically significantly higher than their peers in science.** Based on a proven track record of results, ASSET was selected by the U.S. Department of Education to receive a coveted Investing in Innovation (i3) grant to establish Regional Professional Development Centers across Pennsylvania as well as an advanced professional development program targeting teachers in rural and high-needs schools. For more information and to view ASSET's video, *Planting the Seeds for STEM Education*, visit [www.assetinc.org](http://www.assetinc.org).

#### **About G-Team**

G-Team, launched in July 2011 in Chicago, features a weekly local campaign in more than 35 markets nationwide, enabling Groupon followers to do good, have fun, and make a real impact in their communities. G-Team uses collective action to gather support for worthwhile causes and produce tangible results for local organizations. To learn more about G-Team and how to become a featured organization, visit <http://www.groupon.com/g-team>. To subscribe to Groupon, visit <http://groupon.com>.