

PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact:

Jack Roberts

ELM Education Marketing

Palm Springs, CA

1-877-643-7131

info@wordteasers.com

Supersize Your Vocabulary with WordTeasers™ — And Score Big on SAT, ACT, and Other College Entrance Exams

PALM SPRINGS, CA, FEBRUARY 15, 2007: ELM Education Marketing (www.elmeducation.com), an education company specializing in making learning fun for students of all ages, today announced the release of its newest educational product — WordTeasers, a great new game designed to make using new words fun and easy.

“The idea for the game,” says Susan Flora, president, “was born out of my desire to help my 9th grader with his English homework. I felt there had to be a way to help him improve his vocabulary and remember what he learned...particularly with the PSAT, the SAT, and the ACT tests looming on the horizon.”

Each WordTeaser game card challenges students with a provocative question or statement, involving a new word. For example, a WordTeaser card might challenge someone to “**bloviate** about your best friend for 30 seconds”; “make a sound you might hear in an **aviary**”; or “name a **salubrious** activity you do every day.” The back of the card provides a definition of the word, word function (or part of speech), and pronunciation guide.

“Researchers have shown conclusively,” Flora continues, “that a strong vocabulary is crucial to academic development and, one might surmise, to greater achievement on standardized tests. Now, with the addition of the essay on the college entrance tests, a strong vocabulary is even more critical.” As the College Board notes, to score a 6 (the

highest possible essay score on the SAT and ACT essays), it is necessary to exhibit “...skillful use of language using a varied, accurate, and apt vocabulary.”

WordTeasers™, College Prep Edition, includes:

- 143 WordTeaser cards (featuring 150 vocabulary words)
- Concise definition, pronunciation guide, and word function
- A colorful and attractive WordTeasers box to house the WordTeaser cards
- PLUS: Suggestions for how to use WordTeasers as a game (with additional game ideas available on the WordTeaser Web site)

For more than 20 years, the founders of ELM Education Marketing have developed education-based products and marketing materials for teachers, students, and parents, as well as for numerous clients including the Centers for Disease Control, Knowledge Adventure, Horizon Organic and many others.

WordTeasers College Prep Edition, retails for \$17.95 and is available online at www.wordteasers.com. For sample WordTeasers, go to www.wordteasers.com or for more information, call 1-877-643-7131.

Source: ELM Education Marketing, LLC