

PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact:

Jack Roberts

ELM Education Marketing

Palm Springs, CA

1-877-643-7131

info@wordteasers.com

Help Relieve Student SAT Jitters This Spring with WordTeasers™

PALM SPRINGS, CA, FEBRUARY 22, 2007: For thousands of high school students around the country, March 10th may be one of the most important days of their lives. That's the day when students take the often scary SAT exam — a 3 hour and 45 minute test that is designed to measure the critical thinking, mathematical reasoning, and writing skills that students need to do college-level work, a rite of passage that has been going on for more than one hundred years.

Now, however, there is a new way that students can prepare for at least part of the test. It's called WordTeasers™, a great new game designed to make learning and 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. For example, the front of a WordTeaser card might read: “**Bloviate** about your best friend for 30 seconds.” Or: “Make a sound you might hear in an **aviary**.” Or:

“Is there ever a good reason to be **insolent** to an adult?” 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.”

What do kids think about the new game? “WordTeasers give you the understanding of the words, not just the definitions,” says Cole Sitron, a student at Mira Costa High School, Manhattan Beach, CA. “That way you can grasp the meaning and use it, not just regurgitate the definition.”

WordTeasers was developed by ELM Education Marketing (www.elmeducation.com), an education company specializing in making learning fun for students of all ages. 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