

## PRESS RELEASE

### FOR IMMEDIATE RELEASE

**Contact:**

**Jack Roberts**

**ELM Education Marketing**

**Palm Springs, CA**

**1-877-643-7131**

[info@elmeducation.com](mailto:info@elmeducation.com)

**Get Ready for the SATs with WordTeasers™ —  
A New Interactive Word Game That Helps Students  
Supersize Their Vocabulary and Have Fun at the Same Time**

**PALM SPRINGS, CA, FEBRUARY 29, 2007:** If someone called you a “popinjay,” would you be complimented? Or annoyed? If you’re not sure, then you just might need WordTeasers™ — a new product from ELM Education Marketing that can help you “supersize your vocabulary” while having fun at the same time.

“WordTeasers is an interactive card game that is both funny and provocative, while helping students (and adults as well) increase and improve their vocabulary,” explains Susan Flora, one of the three founding partners of ELM.

For example, a WordTeaser card might challenge someone to “**bloviate** about your best friend for 30 seconds” or “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.

“WordTeasers, College Prep Edition, is also a great way to help students prepare for the SAT and other college entrance exams,” notes Jack L. Roberts, ELM partner and former editor at Scholastic Inc. “Researchers have shown conclusively that a strong vocabulary is crucial to academic development and, one might surmise, to greater achievement on standardized tests.”

WordTeasers also capitalizes on recent research about effective vocabulary learning. According to a 2000 report to Congress titled *The Report of the National Reading Panel: Teaching Children to Read*, the acquisition of new vocabulary is most effective when it "... entails active engagement in learning tasks" and when there is a "...richness of context" in which words are to be learned. "WordTeasers meets both of those criteria," notes Elm partner Christy von Kaenel.

What do high school students think of WordTeasers? Fifteen-year-old Cole Sitron, a student at Mira Costa High School, Manhattan Beach, CA, has this to say, "WordTeasers gives you the understanding of the words, not just the definitions. That way you can grasp the meaning and use it, not just regurgitate the definition."

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 in 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 corporate 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](http://www.wordteasers.com). For sample WordTeasers, go to [www.wordteasers.com](http://www.wordteasers.com) or for more information, call toll-free 1-877-643-7131.