

MEDIA ALERT

Raising A Modern Geek at SXSWedu, March 7 at 9 a.m.

*LEGO Education, Children's Creativity Museum, Alta Vista School
Discuss 21st Century Skills in Education*

SAN FRANCISCO, CALIF. And AUSTIN, TEXAS – (March 7, 2013) – As the crowds of policy makers, educators and business leaders invade Austin for the third annual SXSWedu Conference, one esteemed group of panelists hopes to bring 21st Century Skills of Creativity, Collaboration, Communication and Critical Thinking into the spotlight to prepare students to become the next generation of leaders.

Who: **Stephan Turipseed**, President of [LEGO Education](#) and Vice Chairman of the [Partnership for 21st Century Skills](#)
Ed Walters, Head of [Alta Vista School](#), a new STEM school in San Francisco
Tomás Riley, Director of Experience & Community Engagement of the [Children's Creativity Museum](#) in San Francisco
Rafe Needleman, Platform Evangelist, [Evernote](#), former journalist and father moderates

When: Thursday, March 7 at 9 a.m. CT

Where: SXSW Conference, Austin Convention Center: Room 15

What: Raising a Modern Geek: 21st Century Skills in Action
http://schedule.sxswedu.com/events/event_EDUP12060

Are schools fostering creativity in the classroom? How we teach skills in math, science, technology, and other key subjects is as important as what we teach. This session will focus on the importance of conveying 21st Century Skills of the 4C's: Critical Thinking, Creativity, Communication and Collaboration, and elevating the focus on hands-on instruction to engage 21st century learning. In this session you will hear why Ed Walters and a group of parents set out to build the perfect school to develop tomorrow's leaders – where even the kindergarteners have to collaborate and present complex topics to large audiences; how the Children's Creativity Museum expanded to foster creativity to a broader age range and the impact their new programs have in education overall; and, the LEGO® Education focus on creativity in education and the best practices for making that a priority and a reality.

About LEGO Education

Since 1980, LEGO Education ([LEGOeducation.us](#)) has delivered hands-on, curriculum-based resources for teachers and students worldwide. LEGO Education believes a hands-on, minds-on approach helps students actively take ownership of the learning process and develop 21st-century skills such as creative thinking and problem solving through real-life, engaging experiences.

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About the Children's Creativity Museum

The Children's Creativity Museum (CCM) is a hands-on, multimedia arts and technology experience for kids of all ages. Located in San Francisco's Yerba Buena neighborhood, CCM promotes 21st century skills – creativity, communication and collaboration – to inspire new ideas and innovative solutions. Since opening in 1998 as a project of the former San Francisco Redevelopment Agency, nearly 2 million children, parents and educators have benefited from the museum's exhibits and public programs. CCM is a nonprofit 501(c)(3), community-based organization. For more information, visit www.creativity.org.

About SXSWedu

Now in its third year, the SXSWedu Conference and Festival has quickly emerged as a catalyst for change in education. Education stakeholders and practitioners of all backgrounds, including teachers, administrators, university professors, business and policy leaders, converge at SXSWedu to connect, collaborate, create and change how we teach and learn.

March 4-7, 2013 in Austin, Texas. For more details, visit <http://sxswedu.com>.

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