

For Immediate Release

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*Affecting Real Change:
New Elementary Science Coalition Changing the Landscape
of Elementary Science Education*

(November 26, 2007) Science education is quietly in crisis in this country. The average elementary school student spends only one hour a week on science, taught by teachers who are under-educated in science. Elementary-aged children have few opportunities to engage in the discovery of science, depriving them of the chance to build the cumulative understanding necessary to ensure their interest and success in science.

While science education at the high school and post secondary level is finally gaining some legislative attention, the importance and impact of elementary science is still not recognized by either legislators or the American public.

A new Elementary Science Coalition is setting out to change that.

Led by Arc's Rita Ferrandino and top Washington, DC educational lobbying firm Carmen Group, Inc., the Elementary Science Coalition is a select group of educators, educational publishing companies, and corporations with a vested interest in a strong scientific workforce, working together to bring national focus and increased funding to elementary science education. The Coalition lobbies at the federal level and engages in public outreach to teachers, administrators, parents, and concerned citizens.

Building on early successes from Coalition principals over the last year, the Elementary Science Coalition will be shaping government policies and decision-making at the federal level, and sparking a national conversation on elementary science education.

At this time, the Elementary Science Coalition is accepting a limited number of member and sponsor organizations. If you are seeking an opportunity to add your company's voice and message to the momentum to improve elementary science education in this country, please contact Rita Ferrandino at rita@arccd.com or (941) 921-1663.

Now is the time.

For the earliest information about the Elementary Science Coalition, please visit:

<http://arccd.com/index.phtml?&jli=t&sessionId=49562dbe17f015dffa2820aaa7c4b4dc>

About Carmen Group, Inc.

Carmen Group is one of the most dynamic and successful corps of education lobbyists in Washington. In 30 years of proven lobbying success for clients, Carmen Group has created and executed programs designed to merge the priority areas of educational institutions with national initiatives and has been successful in advancing both programmatic and bricks and mortar federal funding. Employing a unique and proven business process has increased the success ratio for clients and sets Carmen Group apart from other firms in terms of innovation, execution and accountability.

<http://www.carmengroup.com>

About Rita Ferrandino

Arc Capital Development Co-Founder and Principal Rita Ferrandino's career highlights include selling over \$100 million of products to the higher education and K-12 markets, leading the acquisition effort for more than 50 titles, and forming revenue-producing alliances with over a dozen of the industry's largest publishers and distributors. Over the last year, in conjunction with Carmen Group, Inc., Rita co-sponsored the first Congressional Briefing on Science education, and has successfully advocated for legislative changes in elementary education, including increased federal funding for K-12 science education in the America COMPETES Act, and the adoption of an amendment to the FY 2008 Senate Labor, Health and Human Services, Education Appropriations bill to ensure that the NAEP 2009 Science Test includes extensive and explicit to scientific inquiry.

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