

## **Pearson Foundation Launches Connect Website to Promote Entrepreneurship Education, Fulfills Commitment to White House's Startup America Partnership**

WASHINGTON, D.C. – December 8, 2011 – The Pearson Foundation, in collaboration with the Network for Teaching Entrepreneurship (NFTE), today launched the Connect website, a free online platform that will support and promote the teaching of entrepreneurship skills in America's classrooms. Available at [www.nfteconnect.org](http://www.nfteconnect.org); the new online teacher support platform was announced in conjunction with today's first Startup America Partnership Board meeting, hosted at the White House. The Pearson Foundation's support for entrepreneurship education, which has a proven track record of preparing young people for success, is part of an ongoing commitment to finding innovative solutions to the problems faced by today's youth.

Connect is the result of a partnership between Pearson Foundation and NFTE, a leader in the field of entrepreneurship education. Based on NFTE's innovative entrepreneurship curriculum and teaching practices, Connect will help educators who want to integrate successful business practices into their curriculum and support those who are already using NFTE's in their classrooms. Teachers and administrators who join Connect can take advantage of NFTE's free resources including lesson plans, classroom activities, and standards correlations. They can also become part of an online community of educators through Connect's social media capabilities including forums, groups and blogging.

The initial Connect community will consist of the more than 1200 educators nationwide who have completed NFTE's advanced professional development workshop, NFTE University. These teachers and administrators are already using NFTE's entrepreneurship education approach, which helps young people place their educational goals in the context of real-world success through the process of planning and creating functioning, profitable enterprises. With Connect, NFTE now will have a platform to reach a greater audience and form a nationwide community of entrepreneurship educators who can support each other through the exchange of best practices and development of new ideas.

"Connect makes it possible for NFTE to share their innovative approach to developing basic business skills with a whole new group of teachers and school leaders across the country," said Pearson Foundation President and CEO Mark Nieker. "It gives entrepreneurship educators a new level of support and the social media tools they need to help develop and share this exciting teaching method that is helping thousands of young people achieve success. We think this will be an exciting contribution to the Startup America Initiative."

"Teaching young people the principles of successful entrepreneurship has proven to be a great way to motivate them to strive for success in school and in life. With Connect, thanks to the Pearson Foundation, NFTE will be able to grow the entrepreneurship education community to new levels," said Steve Mariotti, NFTE's Founder.

**The Pearson Foundation** is a 501(c) (3) nonprofit organization that aims to make a difference by promoting literacy, learning, and great teaching. We do this by collaborating with leading businesses, not-for-profits, and education experts to share good practice; foster innovation; and find workable solutions to the educational disadvantages facing young people and adults across the globe.

**NFTE** Since 1987, the Network for Teaching Entrepreneurship (NFTE) has been inspiring young people to pursue educational opportunities, start their own businesses, and succeed in life. By providing entrepreneurship education programs relevant to the real world, NFTE empowers students to own their educations in and out of the classroom and to find their own path to success. NFTE supports active programs in 18 states and 9 countries around the world. For more information, visit [www.NFTE.com](http://www.NFTE.com)

**The Startup America Partnership** is a nonprofit alliance of the country's most innovative entrepreneurs, corporations, universities, foundations, and other leaders, mobilizing private-sector resources in response to President Obama's call to action to dramatically increase the prevalence and success of American entrepreneurs.