



Matte Release: Microsoft Office XP Students and Teachers Edition

Audience:

Parents of school-aged children

Goals:

- Increase visibility of Microsoft Office XP – Students and Teachers Edition
- Drive sales of Microsoft Office XP

Approach:

- Discuss the evolution of the classroom and the role of technology in education
- Explain why technology in the home is beneficial for a child's education
- Use humor to engage the reader

Media/ Method of delivery:

Daily and weekly newspapers in the United States

(see article on following page)

Office XP for Students and Teachers: The Fundamentals of the 21st Century Classroom

It's back-to-school shopping time again and classroom necessities are drastically different from those of the storied school days of yore. In honor of this yearly ritual here's a pop-quiz designed to help set your kids up for success in the classroom, and it won't take but a minute or two.

1. What are the classroom essentials for today's student?

Gone are the days of the No. 2 pencil, the abacus and lunch pails adorned with the Superfriends or Strawberry Shortcake. Other than holdouts such as crayons, magic markers, and glue sticks, today's classroom essentials lean more toward mechanical pencils, book bags and multifunctional calculators that could balance the national budget or figure the flying time of an African swallow across the English Channel.

2. How can you ensure your child's success in the classroom?

The basics for your child's success in the classroom start in the home by demonstrating the value of reading and writing, providing a consistent time each day for homework and creating a place free of distractions where homework can be completed. Taking these steps will help ensure that your child spends their classroom time absorbing new material, rather than catching up with the rest of the class.

Here's a bonus question for extra points:

Which purchase is a better investment in your child's education, a pair of tennis shoes priced in the triple digits, or computer software that will benefit your child's education whether in K-12 or higher?

If you picked software, then you move to the head of the class. While the role of cell phones and MP3 players in the classroom is questionable, software products such as Microsoft Office are here to stay. For example, since 1994 computers and Internet access have spread from being in 3% of the classrooms to over 77%.

In addition to sending your children to school with the basic necessities, consider buying an affordably priced copy of Office XP for Students and Teachers for use at home. At \$149, this version of Office XP contains the word processing, spreadsheet and other applications to help you and yours stay on top of homework and keep in touch with teachers and administrators by e-mail. Additionally, the technology in Office XP will be a fundamental part of the educational experience as your children move to their secondary and college educations.

Examples of what students can do with Office XP include:

- Completing homework assignments in Word and Excel more independently and more efficiently with useful Help tools and Office XP "smart tags" that speed up the studying process.
- Increasing confidence and skill through the creation of professional looking PowerPoint presentations.
- Learning about other cultures and improving writing skills through e-mail correspondence with children in other parts of the world through the integration of MSN Messenger and Hotmail.

With Office XP, parents can do such things as:

- Communicate more easily with teachers and principals through tight integration with and MSN Hotmail and Messenger Service.
- Help their children plan homework schedules using Outlook's calendaring and contact.

Other examples of how Office XP serves as a useful tool in your child's education can be found on the Office XP Web Site at <http://www.microsoft.com/office/forstudents/default.asp#buy>.

Additionally, Microsoft and National PTA have teamed up to help parents and students by creating this online homework site and a special community give-back program that will help benefit PTA activities in communities nationwide. When you buy Microsoft Encarta Reference Library 2003, Microsoft Office XP Standard for Students and Teachers, Windows XP Professional, or Wheel Mouse Optical between now and September 30, 2002, 5% of the proceeds will be devoted to National PTA. For more details, visit <http://www.microsoft.com/Family/PTA/?ID=PTADetails>.

