



For immediate release

TeachAde welcomes interactive media expert Reid Givens as new Chief Information Officer

Givens spearheads new technology rollout for Fall 2012 school season for TeachAde, an online hub for educators that provides a collaborative environment and 60,000 free resources

Aspen, CO – TeachAde.com, a leading online site that provides free resources and community exclusively to support educators, is pleased to announce the addition of Reid Givens as Chief Information Officer to the organization’s executive team. Givens will helm TeachAde’s technical operations and new website launch for the Fall 2012 school semester.

Givens joins TeachAde with more than a decade of experience producing website architecture and interactive media technology for well-known national brands, non-profits and mid-size businesses.

“We’re fortunate to have Reid Givens join our team,” said Star Ladin, Chief Marketing Officer of TeachAde. “Givens comes to us with extensive real-world experience in web development and marketing.”

“Givens’ big-picture insight into what the education community really needs is perfectly aligned with our ambitious mission to provide equal access for teachers and students to quality learning resources from anywhere in the world with internet access.”

Before joining TeachAde, Givens was already sold on the mission of the organization.

“There are many ways education can be improved, but for most students, their access to education is through teachers. The classroom is where the rubber meets the road. I believe that TeachAde can help teachers, in a very significant way, by creating a central point for educators to share successes, collaborate to solve problems and design effective curriculum for their students. I can think of few more worthy causes, and this is why I’m involved in TeachAde,” says Givens.

Givens’ interest in education issues and deep technical and creative expertise made him a hands-down favorite to fill the critical role of CIO as TeachAde steps up its outreach efforts to connect with a broader audience of educators. The company has been extremely successful in growing its user base. The company’s new infrastructure is built to attract the millions of K-20 educators throughout the world in need of this level of support.

In response to a nationwide survey the company conducted earlier this year, the educator hub’s new redesign will be feature-rich with many educator-influenced elements, including a new program to help teachers obtain more classroom supplies as well as the addition of more curriculum resources.



Additionally, the new website rollout will include more peer-rated and reviewed resources, scholarly research and case studies, “partners in education” support programs, and an interactive and searchable “Compare Data” section providing highly informative data and side-by-side comparisons of public schools, school district budgets and high school dropout rates.

About TeachAde.com

TeachAde is dedicated to supporting educators by collecting, organizing and sharing quality resources and information that has been peer-reviewed and approved. With a website that pioneered the idea of providing free online services exclusively for educators, TeachAde helps educators break out of stagnant information ruts and discover a world of trusted resources that enrich their classrooms and their careers.

TeachAde membership is available free of charge to educators, parents and members of the community who work with or support education. For more information and to sign up for a free account, please visit www.teachade.com or text TEACHADE to 22828. (Data and message rates may apply.)

TeachAde also has created strategic partnerships with organizations such as National Education Association Member Benefits, FindTheBest, The Goldie Hawn MindUp Foundation, [Agile-Ed](#) and Disney Planet Green to further support educators. Investor funding for TeachAde.com is provided by entrepreneur and philanthropist Robert Potamkin, Chairman of Potamkin Companies.

For more information please visit www.teachade.com, www.facebook.com/TeachAde or contact dmena@teachade.com.