



BoomWriter Partners with Chicago Public Schools and CareerBuilder to Launch the Technology Heroes Program

Chicago Students Create, Collaborate and Publish Original Stories using Interactive Online Reading and Writing Platform

CAMBRIDGE, Mass., May 7, 2013 – [BoomWriter Media, Inc.](#), an education technology company focused on collaborative storytelling and book publishing, today announced it has partnered with Chicago-based CareerBuilder, which operates the largest online job site in North America, and the Chicago Public Schools to launch the *BoomWriter Technology Heroes Program*. The *Technology Heroes Program* is an initiative that brings school districts, celebrities, and corporate sponsors together to promote literacy and creative writing in public schools using technology. The partnership will enable participating schools in the Chicago public school district to take part in collaborative book writing events and provide students the opportunity to obtain a free copy of their own published book.

Launched early this year, the *BoomWriter Technology Heroes Program* has been quickly adopted by several school districts and youth clubs across the nation. BoomWriter.com is a fully interactive, multimedia platform that provides educators, the “technology champions” in the classroom, an easy-to-use, [Common Core State Standards](#) aligned Web-based literacy tool that celebrates creative writing and inspires students to become master storytellers through collaborative writing fostering and developing critical thinking and essential 21st century skills. Starting this month, a number of Chicago Public School teachers and students will join the growing BoomWriter community of storytellers.

“We are pleased to offer the opportunity for teachers and librarians to use the BoomWriter Technology Heroes Program with their students,” said Lisa Perez, Network Library Coordinator for the Chicago Public Schools Department of Educational Tools & Technology. “The BoomWriter program motivates students to develop their writing skills while integrating educational technology in a collaborative online platform. When students receive copies of books they have co-written, we expect a great deal of excitement, as they see their words in print.”

The *Technology Heroes Program* will give students a unique opportunity to collaborate with classmates to create stories in a competitive environment. Using the BoomWriter platform, Chicago students will select story starts written by authors, athletes or celebrities. Story starts are first chapters that spark the imaginations of kids and inspire them to write the subsequent parts of the story with their peers. Using the generous support of CareerBuilder, BoomWriter will convert these stories into published books. Each participating student will receive a free book and enjoy the thrill of seeing their name in print. The program will also offer participating schools a chance to win a mini-portable computer lab for their class.

“CareerBuilder is proud to partner with BoomWriter and the Chicago Public Schools to promote literacy in our schools,” said Brian Donahue, vice president of sales strategy of CareerBuilder. “This program is

a great way to invest in our community and future workforce. BoomWriter helps young people develop their writing skills for a rapidly changing, technology driven world.”

“We are really excited to bring the *Technology Heroes Program* to Chicago,” said Chris Twyman, founder and CEO of BoomWriter Media. “It is truly great to see a nationally recognized organization like CareerBuilder invest in its local community. Both Chicago Public Schools and CareerBuilder have demonstrated a commitment to excellence in education by promoting literacy and the integration of technology in the classroom. Our platform aims to prepare their students for a bright future in a tech-savvy society.”

The *BoomWriter Technology Heroes Program* is available nationwide and invites school districts, youth organizations and corporations to get involved. Get more information at

<http://www.boomwriter.com/Home/TechnologyHeroes>.

About Chicago Public Schools

Chicago Public Schools serve 403,000 students in 681 schools. It is the nation’s third-largest school district.

About CareerBuilder®

CareerBuilder is the global leader in human capital solutions, helping companies target and attract great talent. Its online career site, CareerBuilder.com®, is the largest in the United States with more than 24 million unique visitors, 1 million jobs and 50 million resumes. CareerBuilder works with the world’s top employers, providing resources for everything from employment branding and talent and compensation intelligence to recruitment solutions. More than 10,000 websites, including 140 newspapers and broadband portals such as MSN and AOL, feature CareerBuilder’s proprietary job search technology on their career sites. Owned by Gannett Co., Inc. (NYSE:GCI), Tribune Company and The McClatchy Company (NYSE:MNI), CareerBuilder and its subsidiaries operate in the United States, Europe, South America, Canada and Asia. For more information, visit www.careerbuilder.com.

About BoomWriter Media

BoomWriter Media of Cambridge, Massachusetts is a digital education company that engages children and educators in collaborative storytelling. Our innovative Web-based publishing platform brings passionate educators, technology experts, corporate sponsors, enthusiastic parents, and students together to promote and develop creativity, writing, reading, critical thinking and other essential 21st century skills. BoomWriter partners with authors, celebrities, and educators to provide first chapters, also known as story starts, that spark kids' imaginations and inspire story collaboration with classmates and children worldwide in competition for publication. Teachers and students from more than 4,000 schools in 60 countries have already joined the BoomWriter community. For more information, go to <http://www.BoomWriter.com>. Follow us @BoomWriter_ or become a fan at www.facebook.com/BoomWriter.

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