

News Release



Nortel Networks Kidz Online
1943 Isaac Newton Square
Suite 200
Reston, VA 20190

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Contact: Phil Cruver
phil@kidzonline.org
Phone: (571) 203-8990 ext. 110

Nortel Networks Kidz Online and NASA Center for Distance Learning Awarded Grant to Train Workers for Careers in Geospatial Industry

Reston, VA –Nortel Networks Kidz Online (NNKOL) in partnership with the NASA Center for Distance Learning (CDL) (<http://dlcenter.larc.nasa.gov>) announced today that they have been selected by the United States Department of Labor to conduct a two-year program to introduce the country to the rapidly growing field of geospatial technologies. The worldwide market for geospatial technologies has enormous potential, estimated at \$5 billion in 2001, the market is projected to have annual revenues of \$30 billion by 2005.

A special program to announce the initiative will be webcast live on Friday October 8, 2004 at 11:00 AM ET. Viewers can access this event via the Internet at www.nnkol.org/live. Invited special guest, U.S. Assistant Secretary of Labor for Employment and Training Emily Stover DeRocco will make the formal announcement of the project and participants will detail the plans for the initiative.

The NNKOL project, Geo 21 (www.nnkol.org/21stcentury), is designed to promote awareness of the growing field of geographic information systems and produce programs and resources to help prepare workers for training to work in the industry. Geo 21 combines the power of rich interactive media, delivered through broadband technology, with NNKOL's unique approach to training through peer-based learning. These free, online resources will be targeted to kids, young adults and their teachers/trainers.

The Geo21 project is in response to the President's High Growth Job Training Initiative (doleta.gov/BRG/JobTrainInitiative). This program identifies expanding industries and works to find ways to create a pipeline of workers with the technical, and often advanced, skills for the jobs employers need to fill in these burgeoning fields. Project partners will build an alliance with other organizations to create the foundation for the content and to work together to maximize the potential reach of the project.

Beginning immediately the project partners will commence the planning and production of new video programming that will explain what the geospatial technologies field is, what career opportunities exist within it, how to pursue the training and education required for a position within the industry and many of the core concepts attached with the application of these technologies. These video programs will be distributed through the multiple channels the partners currently deliver material through, including public television, satellite, cable and web-based video on demand services.

“It is important to get career information to young people while they can still plan their educational path,” said Nortel Networks Kidz Online President Phil Cruver. “Nortel Networks Kidz Online will bring this exciting career information to classrooms throughout the country via the web in a style and format that will inspire kids and teachers to explore opportunities in geospatial technologies as they plan their educational paths.”

NASA CDL is an educational partnership formed by Christopher Newport University and NASA Langley's Office of Education. CDL enhances grades K-16 curriculums by providing educators with free multimedia instructional programs that are research-, standards-, and inquiry-based.

NNKOL is a non-profit digital educational service that strives to help students and teachers increase their knowledge of the rapidly changing world of technology, and to gain the expertise to integrate this technology into their ongoing teaching and learning. Nortel Networks is the signature sponsor of Kidz Online and provides the optical network hardware and ongoing support that enables millions of students and teachers to remotely access the programs and services of the organization. Learn more at www.nnkol.org/corp/aboutus.asp

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