

For Immediate Release: October 26, 2009

Colorado Student Project Wins International *Global Call To Action Challenge*

Ponderosa High School earns visit by a Nobel Peace Laureate Rigoberta Menchu Tum

Denver, October 26, 2009—A simple, student-designed recycling project that reduced waste by 70% and energy consumption by nearly 14% has been named the winner of the 2009 Global Call to Action Challenge. PeaceJam Students at Ponderosa High School in Douglas County, Colorado learned today that in recognition of their efforts earlier this year to analyze, identify, and put into practice measures to reduce waste by the school's 1,700 students, Nobel Peace Prize winner Rigoberta Menchu Tum of Guatemala will visit their school to help document their impact on their school and their community. The students and school leadership will also be honored by Rigoberta Menchu Tum at the annual PeaceJam Hero Awards Luncheon, to be held November 18, 2009 in Denver, Colorado. Tickets for this event are available to the general public online at <http://peacejam.org/2009luncheon> or by calling 303-455-2099.

Sponsored by The Pearson Foundation, the Global Call to Action Challenge extends PeaceJam's international mission of encouraging young people to create and implement one billion local service projects that extend the work of leading Nobel Peace Laureates including Menchu Tum, Jody Williams, and Archbishop Desmond Tutu. The competition specifically challenges young people to document in digital film and in writing the projects they've created and implemented to bring about peace in their local communities.

"The students at Ponderosa High School show the power that young people have to improve their schools, their communities, and the world," said Dawn Engle, PeaceJam co-founder. "Their efforts demonstrate that the spirit and commitment of the Nobel Peace Prize winners who support PeaceJam's mission are universal, and that—no matter what the age—each and every one of us can make an important difference."

In response to the Global Call to Action Challenge, Ponderosa High School students first implemented an energy audit at their school to eliminate unnecessary spending. They also involved the local community and worked with good corporate citizens Waste Management and Sony Corporation to institute an electronics recycling drive that kept more than 120,000 pounds of unwanted stereos, televisions, VCRs—and the toxic heavy metals they contain—out of landfills.

"Our students became community leaders in the course of their efforts," said Susan Meek, Acting Director of Communications for the Douglas County School District. "We couldn't be more proud that they've being recognized or more excited to be hosting Nobel Prize winner Rigoberta Menchu Tum as a result!"

During Menchu Tum's visit, students will have a chance to exchange approaches and strategies for extending their efforts even further. They'll also work with professional film-makers and Pearson Foundation representatives to document their achievements in a manner that can be shared with young people around the world.

"Helping to give voice to the work these remarkable young people have undertaken is an important component of the Global Call to Action Challenge," said Mark Nieker, President of The Pearson Foundation. "Their effort and commitment are themselves inspiring, but the thoughtful ways in which in which they set out to improve their community are lessons that should be shared with young people everywhere."

Douglas County Public School District:

Douglas County School District maintains its position as a leader in public education in Colorado, with many innovative programs and educational approaches. Support and coordination can be found at the District level, but each school has the flexibility to build its own instructional programs. Parents can find many different choices through the District such as open enrollment, charter schools, instruction for gifted and talented students, magnet schools, an International Baccalaureate program, Advanced Placement courses and other special programs. Our vision is to "create responsible citizens who contribute to society." We strive to maintain a well-researched, integrated and standards-based curriculum, a rich array of extracurricular offerings and strong community involvement.

The PeaceJam Foundation:

PeaceJam is an international education program built around leading Nobel Peace Laureates who work personally with youth to pass on the spirit, skills, and wisdom they embody. The goal of PeaceJam is to inspire a new generation of peacemakers who will transform their local communities, themselves, and the world. Since its launch in 1996, more than 600,000 youth have participated in the PeaceJam program creating and implementing almost one million service projects. Over 150 PeaceJam youth events have taken place in over 10 different countries throughout the world.

The Pearson Foundation:

The Pearson Foundation is the lead sponsor of the Global Call to Action Challenge and is the philanthropic arm of Pearson plc, one of the world's leading media and education companies. The Pearson Foundation extends Pearson's commitment to education by partnering with leading nonprofit, civic, and business organizations to provide financial, organizational, and publishing assistance across the globe. For more information on the Pearson Foundation, please visit www.pearsonfoundation.org.

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If You Go:**PeaceJam Hero Awards Luncheon**

November 18, 2009 11:30am-1:30pm

Seawell Ballroom, Denver Center for the Performing Arts

More information as well as how to purchase tickets available at:

<http://peacejam.org/2009luncheon> or by calling 303-455-2099