



Tire Tracks Education Program Launch at UK Road Show

INTERNATIONAL NEWS RELEASE

FOR IMMEDIATE RELEASE

The Tire Tracks Free, Global Education Program Launches with Road Show at UK Schools

African culture, geography, technology, and global linking to become an integrated part of student's daily learning

LONDON, UK (September 12, 2005) — The Tire Tracks team launches one of the first free, global, Africa-based education programs at co-developing schools, during a two day UK Road Show, in partnership with the British Museum, Freeplay Foundation and Aduna. On September 21-22, students at Langford Primary (London), Caterham Preparatory School (Surrey), Dragon School (Oxford) and Heronsgate Middle School (Milton Keynes) will each receive a visit from the team to learn about the program, the beauty and diversity of Africa, and how to connect with Africa locally. Mark Lancaster, MP (Milton Keynes) and Peter Ainsworth, MP (Surrey) will open the Road Show at the school in their area.

The Tire Tracks global, interactive, online education program (www.tiretracks.org) provides the opportunity for students and teachers to discover the sights, sounds and stories of 35 African countries during a two year journey through Africa. Students have the opportunity to interact with the expedition team, schools in Africa, and students from at least 13 countries. By bringing real life into the classroom, concepts learned in key stage 2 and 3 in a variety of subjects (geography, citizenship, science, maths and ICT) are reinforced, while also helping students to develop cultural understanding and tolerance.

-more-

QUOTES ON TIRE TRACKS EDUCATION PROGRAM FROM AROUND THE UK:

- “Tire Tracks is a well conceived, high quality project which benefits from a wonderfully committed and tireless leadership.” *David Lambert, Chief Executive, Geographical Association*
- “As one of the few voices reporting my continent to the rest of the world, I feel that this project will help bring my culturally diverse and misunderstood continent, into homes and classrooms of students.” *Sorious Samura, African documentary maker*
- “Tire Tracks is the opportunity I've been looking for to add a realistic dimension to my geography teaching.” *Kali Joshi, co-developing teacher from Caterham Primary School*

COMPANY INFORMATION:

Living Footsteps Ltd.

Tire Tracks is an education initiative of **Living Footsteps Ltd.**, an organization that develops global learning solutions. Our primary aim is to help students transform their knowledge of subjects into true understanding of underlying concepts. We develop solutions that are dynamic, fun, up-to-date, and reflect modern student and teacher needs.

In our *online* learning solutions, we stimulate interaction between both students and teachers in participating schools across the globe, to enrich the classroom experience and encourage exchange of knowledge and cross-fertilisation between various education systems. Further detail about Living Footsteps is at www.livingfootsteps.com.

UK ROAD SHOW PARTNERS:

British Museum <http://www.thebritishmuseum.ac.uk>

Freeplay Foundation <http://www.freeplayfoundation.org>

Aduna <http://www.aduna.org.uk>

NOTE TO MEDIA:

UK Road Show includes display of the Tire Tracks online program and the expedition vehicle, a 1966 Unimog. Schedule is as follows:

Sept 21, 2005

- Langford Primary, Gilstead Rd, Fulham, London SW6 2LG; 9.00 – 10:30
- Caterham Preparatory School, Harestone Valley Road, Caterham, Surrey, CR3 6YB, 14:15 – 15:35; Peter Ainsworth MP attending

Sept 22, 2005

- Dragon School, Bardwell Road, Oxford OX2 6SS; 8:55-10:30
- Heronsgate Middle School, Lichfield Down, Walnut Tree, Milton Keynes, MK7 7BW; 13:45-15:15; Mark Lancaster MP attending

-more-

More information on the Tire Tracks education program, and expedition is available at www.tiretracks.org. Arrangements for interviews, as well as requests for articles or high resolution photo or video material, should be addressed to the Media Contact.

MEDIA CONTACT:

Corinne Overman
8 Grove Road
London NW2 5TA
United Kingdom
Phone/UK: +44 (0)208 830 2318
Efax/USA: +1 707 516 0367
Email: press@tiretracks.org
Website: www.tiretracks.org; www.livingfootsteps.com

###