



SAN DIEGO CITY SCHOOLS

EUGENE BRUCKER EDUCATION CENTER
4100 Normal Street, San Diego, CA 92103-2682

Phone: (619) 725-5598
Fax: (619) 725-5576

Media Contact: Music McCall

NEWS RELEASE

Monday, January 30, 2006

KUMEYAAY ELEMENTARY SCHOOL RECEIVES \$15,000 BEST BUY TE@CH AWARD FOR INNOVATIVE USE OF TECHNOLOGY IN THE CLASSROOM

4 other district schools awarded \$2500 grants

Schools selected from more than 7,000 applicants nationwide

SAN DIEGO – Kumeyaay Elementary School has received a 2006 Best Buy Te@ch award, worth \$15,000, for demonstrating innovative use of technology to improve students' classroom experience. The school plans to purchase eight laptops, a digital camera, and additional technology with the grant.

"We're very excited to have won this award," said Kumeyaay Principal Tracy Linyard. "I'm thankful to our teacher and parent who worked on this grant to benefit our students."

The school needed eight laptops to be used by 4th grade classrooms for their California History iMovie project. This annual project covers California state history from its earliest pre-Columbian societies to Spanish exploration to the Gold Rush to present day. In this way-- through research and technology-- Kumeyaay 4th graders explore the state's geography, economic transformations and the lifestyles of its people.

Currently, computer equipment is only available to the classes to use in the Media Center once a week, and only for the 45 minutes of their weekly lab. However, "with the eight laptops and wireless access devices we'll buy with this award, we can allow students to work on their projects beyond the lab," explained teacher Larry Luxenburg, who wrote the school's te@ch award application.

"Students will now be able to move freely in the media center, and to collaborate in small groups in their classrooms. As these 4th grade students learn the story of their state, the technology will empower them with the means to tell that story with detail, imagery and emotion."

-more-

Across the district, Lindberg Schweitzer Elementary, Wilson Middle School, Crawford Educational Complex-Multimedia & Visual Arts School, and Miramar Ranch Elementary were awarded \$2500 Best Buy Co., Inc. Te@ch awards. These schools were recognized for programs ranging from a school-wide newspaper written by kids for kids (Lindberg Schweitzer's *KidNews*) to a program that documents to stories of the students and families in our district (Crawford's "American Voices" program).

Te@ch awards are given to schools across the country for demonstrating how technology is used to make learning fun for students. Each winning school may use the Te@ch award to purchase additional consumer electronics technology at Best Buy to extend, expand, or enhance current and future classroom curricula. A list of all Te@ch award-winning schools can be found at www.BestBuy.com/teach.

Kumeyaay is one of only 36 schools in the nation to win the inaugural Best Buy Regional Te@ch Awards. In fact, the 2006 Te@ch award winners were selected from a pool of more than 7,000 applications. The school originally won a Best Buy Te@ch Gift Card for \$2,500, moving to the next round of competition. Then, the list of \$2,500 award-winning schools was narrowed to 60 finalists who competed for an additional Te@ch award valued at \$15,000. Regional Te@ch award winners were selected from among the finalists.

"Schools in California are creating exciting and valuable educational experiences through the use of interactive technology in classrooms – the applications we received this year for Te@ch demonstrate that," said Paula Prah, vice president, public affairs, Best Buy. "Te@ch is designed to engage students in the learning process by using interactive technology to make learning fun. We firmly believe that technology can excite and engage students in the learning process, creating more valuable education experiences over time."

Additionally, San Diego City Schools has been invited to apply for a \$250,000 Te@ch award that will be announced in late summer 2006.

Applications were accepted from July through September 2005; all accredited, public and private nonprofit elementary, middle and secondary schools located within 50 miles of a U.S. Best Buy store were eligible. For details about the 2007 Te@ch awards, please visit www.BestBuy.com/teach in summer 2006.

###

About Kumeyaay Elementary

The instructional program at Kumeyaay is centered on providing explicit instruction in reading, writing, mathematics, science, and social studies that meets the children at their point of need while addressing state standards. Students participate in structured music and art instruction that addresses creative process, artistic technique, and knowledge of individual artists. Kumeyaay's warm, accepting environment provides encouragement and support for students of all abilities and backgrounds.

About San Diego City Schools

Serving more than 135,000 students, San Diego City Schools (SDCS) is the second largest school district in California, with 200 educational facilities and more than 14,500 full-time equivalent positions (representing more than 18,800 employees). The district is committed to accelerating gains in student performance, supporting schools and enhancing the

-more-

classroom learning environment through modernized facilities and resources. SDCS also seeks to strengthen parent, community and higher education support of the educational process.

About Best Buy Co., Inc.

Best Buy Co., Inc. (NYSE: BBY) is an innovative Fortune 100 growth company that continually strives to create superior customer experiences. Through more than 930 retail stores across the United States and in Canada, employees connect customers with technology and entertainment products and services that make life easier and more fun. Best Buy sells consumer electronics, home-office products, entertainment software, appliances and related services. The Minneapolis-based company's operations include: Best Buy (BestBuy.com and BestBuy.ca), Future Shop (FutureShop.ca), Geek Squad (GeekSquad.com and GeekSquad.ca) and Magnolia Audio Video (Magnoliaav.com). Best Buy supports our communities through employee volunteerism and grants from The Best Buy Children's Foundation. For more information about Best Buy's community relations efforts, visit www.BestBuy.com/CommunityRelations.