



GKE USA JANUARY, 2004 ANNOUNCEMENT

GKE USA ANNOUNCES THE LAUNCH OF AN ONLINE, AUDIO INTERVIEW MAGAZINE

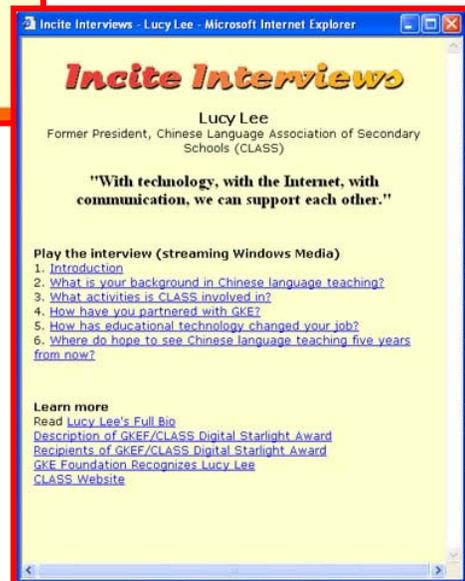
Incite Education, an online, audio magazine dedicated to interviews with outstanding leaders in the GKE International Alliance, has been launched by GKE USA. The magazine includes highlights of achievements in innovative, technology-assisted teaching methodology, collaborative development and dissemination of fresh pedagogies, and development of a strong, organic framework for implementing the GKE Innovative Learning System. *Incite Education* is available online at <http://www.gke.com/incite>.

Incite Education is designed to spark the imagination of members of the global education industry – to incite a wave of fresh, modern, technology-assisted best practices in education. The first three interviews in *Incite Education* focus on the activities of educators in the GKE International Alliance. Yin Chao, Principal of the prestigious Allied Elementary School of Peking University, describes the path that brought her to the most noted elementary school in China and her vision for its continued growth and



reputation for excellence. George Zhang, Vice-Principal at the newly-chartered Beijing Bright Horizon International Academy, speaks to the importance of putting the learner at the center of the learning process and the excitement of establishing a new school in this Information Age. Lucy Lee, former President of the Chinese Language Association of Secondary Schools, provides her assessment of the state of Chinese language teaching in the United States. Future interviews will include business and technical perspectives on global education.

GKE publishes *Incite Education* as a service to both members and non-members of the GKE International Alliance. Members of the GKE International Alliance can find resources for implementing the cutting-edge learning models described in the interviews and for becoming involved in collaborative, global projects such as GKE Innovation Café at <http://www.gke.com>



GKE Education Research associate Neela Mookerjee is the lead developer on this project. She is a recent graduate of Stanford University in Palo Alto, California with a degree in Economics and

Communication. Ms. Mookerjee has published nationally and internationally. She has written several articles for PBS Online and is the national winner of School City's Essay Competition. Ms. Mookerjee's creative works have been featured in the award-winning, online magazine Electric Soup and in presentation materials prepared by former US Commissioner on Web-based Education, Florence McGinn, for the Singapore Ministry of Education. Ms. Mookerjee is a former student Directing Editor of Vibrations, a thematic multimedia magazine.

Incite Education is aligned with GKE CEO and Founder James Chang's stated vision that "People are the high priority resource in a Knowledge Era. Learning is the 21st century's pivotal, global success strategy."

GKE is an international corporation that utilizes an international business alliance approach aligned with its GKE Innovation Learning System. Its primary mission is to empower institutions and knowledge providers with the capability to manage, deliver, and enhance effective, innovative learning. GKE provides an organizational and technical infrastructure which is utilized by public and private colleges and universities, public school system, corporations, and government agencies worldwide.

For further information contact

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