



## **NATIONAL GEOGRAPHIC SOCIETY SELECTS GODDARD SYSTEMS, INC. FOR DEVELOPMENT OF AN INTRIGUING NEW BOOK FOR FAMILIES**

***The Goddard School® - its teachers, children and parents - will play an integral role in developing the look, feel and content of a new book from National Geographic Society and award-winning author Susan Magsamen.***

**Jan. 14, 2010** – Goddard Systems, Inc., named the number one child care franchise company for the ninth year in a row by Entrepreneur magazine, is pleased to announce a special initiative with the National Geographic Society (NGS).

The Goddard School -- its teachers, children and parents -- will play an integral role in developing the look, feel and content of a new book from NGS and award-winning author Susan Magsamen. Filled with magical science and nature adventures, the book will offer unique and memorable multi-sensory experiences for children to enjoy in the classroom and at home.

“The Goddard School was selected because of its commitment to providing the best in early childhood education,” said Jennifer Emmett, Executive Editor for Children’s Books at National Geographic. “Because Goddard is dedicated to cutting-edge early childhood learning, we feel this collaboration is a natural fit.”

“This is a unique opportunity for Goddard families, educators and our community to participate in the research and development of this special book,” said Joseph Schumacher, Chief Executive Officer at Goddard Systems, Inc. “We are pleased that the National Geographic Society and Susan Magsamen have recognized Goddard’s distinctive philosophy incorporating play, the arts and learning.”

The development of this project begins in January and will continue through 2010. During the assessment, the Goddard School community will help select the title and cover design, share ideas on classroom projects, test activities and contribute a collection of their own childhood memories. Families will also get the chance to participate by providing their own input on the Goddard Facebook page.

The Goddard School will be recognized in the credits and acknowledgements. The book will be available this spring at major retail outlets.

The National Geographic Society project kicks off Goddard’s ‘Year of Community’ – a year focused on reintroducing the strong connection between Goddard Schools to its current families, friends and the communities the schools serve.

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### **About the National Geographic Society**

The National Geographic Society is one of the world’s largest nonprofit scientific and educational organizations. Founded in 1888 to “increase and diffuse geographic knowledge,” the Society works to inspire people to care about the planet. It reaches more than 375 million people worldwide each month through its official journal, National Geographic, and other magazines; National Geographic Channel; television documentaries; music; radio; films; books; DVDs; maps; exhibitions; live events; school publishing programs; interactive media; and merchandise. National Geographic has funded more than 9,200 scientific research, conservation and exploration projects and supports an education program promoting geographic literacy. For more information, visit [www.nationalgeographic.com](http://www.nationalgeographic.com).

### **About Susan Magsamen [www.familystories.org](http://www.familystories.org)**

Author and founder of FamilyStories and Curiosity Kits, Susan Magsamen has developed hundreds of award winning hands-on learning materials for children and families over the last 20 years. Susan is an expert in creative play through the arts and her work fosters and enhances the ways families play, create, learn and grow. Susan is also the co-director of the Neuro-Education Initiative at Johns Hopkins University School of Education, co-director of CIRCLE and Ultimate Block Party. She is currently coordinating several national and international neuro-education efforts including the developing of a communications portal for families, researchers and educators called LEARN.