

Light Up Education LLC
Raleigh, NC

Sam Dirani
Matthew Mendler
919-617-7836
mattandsam@lightupeducation.com

For immediate release

Innovative NC Startup Launches Free Science Program For All Schools

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Light Up Education (LUE), LLC, recently announced that it is providing its popular online supplemental science education program for free to all public, private and home school systems in the United States. The announcement comes as the 2012-2013 traditional school year begins, and school systems across the country embrace President Obama's call for expanding scientific literacy in the classroom.

Light Up Education is based in Raleigh, NC and is a pioneer in the development of science and engineering curricula intended for elementary age children. Their online program, *Adventures in Science with Matt and Sam*, is available for immediate use. Teachers, educators, and other users are invited to register by contacting the company through their website: www.lightupeducation.com. The program currently supports a majority of first grade science curricula and STEM initiatives around the country.

Adventures in Science with Matt and Sam contains three sections. Live-action video adventures introduce students to a loveable cast of characters on an enduring quest for knowledge. The adventures are presented in the form of downloadable workbook pages, while online games challenge students through friendly competition.

Sam Dirani and Matthew Mendler created *Adventures in Science with Matt and Sam* in 2009. They have degrees from North Carolina State University in design and the sciences as well as over 20 years of combined professional experience. "We want to change the way people view the world and especially to encourage curiosity and the love for science in children from an early age," states Mendler.

Dirani and Mendler founded Light Up Education, LLC in 2011 after collaboration with Hilburn Academy, a Wake County public elementary school. Working closely with educators, they developed educational content and tested it in the classroom. The company is seeking to increase scientific awareness and problem-solving abilities in children while ensuring that learning is fun and engaging; the team at Light Up Education has their work cut out for them. "And that's why our motto is, Education through

Entertainment,” said Dirani. Our program is working, and the children take home much more than just a laugh.”

As passionate advocates for science and education, Dirani and Mendler decided early on to offer their program for free. “We are all aware that education in this country, especially in the math and sciences, is falling behind. We are not only letting our children down, but the very future on which we all depend,” said Dirani. They go on to explain that the value they place on education has helped motivate them and has kept them working over the past few years towards the creation of a business that strives to improve scientific literacy in children. “To literally save our future!” adds Mendler, “Providing our program for free is the least we can do. We believe that a business can be built that not only creates jobs and opportunity, but that benefits our children, our society, and ultimately our world.”

Currently, educators in three states are using the *Adventures in Science* program. LUE states that, while the company is still small and just launching off the ground, they have much more content and educational materials that are currently in development. “We have aspirations for every child in our world to grow up with a renewed love and excitement for science and especially to keep asking questions for a lifetime. We are always looking for collaborations and welcome sponsors to help us get there. The website is just the beginning,” added Dirani.

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