



## FOR IMMEDIATE RELEASE

### ***e-Learning for Kids Selected as one of the Learning! 100 Winners for 2011***

*The Foundation is one of the Top 100 Learning Organizations in First Annual Awards Program*

**Ardmore, PA and Corona, CA, May 3, 2011** -- *Elearning!* Media Group (EMG), publishers of *Elearning!* and *Government Elearning!* magazines, has included e-Learning for Kids, as one of the *Learning!* 100 Award recipients. The *Learning!* 100 Award recognizes 60 corporate and 40 public sector organizations for outstanding learning culture, innovation or collaboration that drives performance. Honorees cut across all industries and organization sizes from 24 to 1.6 million employees. The *Learning!* 100 organizations will be featured in the May award issues of *Elearning!* and *Government Elearning!* Magazines.

The e-Learning for Kids Foundation (EFK, <http://www.e-learningforkids.org>), is a global 501(c)(3) non-profit foundation that provides 200+ free computer based learning courses for children 5-12. Subject areas include Math, Science, Language Arts, Computers, Health, Life and Environmental Skills. More than 2.3 million children were reached around the world in 2010!

"More than 300 organizations applied directly for consideration or were nominated by vendors, partners or *Elearning!* Magazine editors. Altogether, the *Learning!* 100 represent the best-of-the-best in learning and development organizations across the U.S.," reports Catherine Upton, Group Publisher, *Elearning!* Media Group.

The *Learning!* 100 Award program has a solid research-based approach that offers firms a level playing field despite size, and post-awards learning opportunities to improve firm rankings in subsequent years. *Learning!* 100 applicants were evaluated across three criteria: Aberdeen Group's Best-in-Class Learning & Development assessment, EMG's Learning Culture index, and overall organizational performance. Each submission received a rating for each section and scores were totaled to identify the top 100. The *Learning!* 100 ranking was determined by overall performance and the impact of their learning leadership.

e-Learning for Kids is proud and honored to have been selected as one of these top ranked organizations that drive innovation and learning impact across their industries, nationally and/or globally. Thank you *Elearning!* Media Group for your recognition and for helping us to reach even more children, parents and teachers in 2011 with this award!

**The 2011 *Learning!* 100 Public Sector Honorees Are:**

<b>Rank</b>	<b>Top Public Sector Learning Organizations</b>	<b>Program</b>	<b>Area of Excellence</b>
1	Department of Defense	Personnel & readiness initiatives	Innovation
2	U.S. Office of Personnel Management	Multi-Agency eLearning & collaboration	Collaborative
3	Defense Acquisition University	Acquisition University	Innovation
4	American Heart Association	My HeartHub for Patients	Collaborative
5	BIOCOM Institute	Biotech talent development	Culture
6	U.S. Dept of Veteran Affairs	Interagency collaboration eLearning/VA Learning Ctr	Collaborative
7	Institute for Creative Technologies, USC	Games, sims & technology learning	Innovation
8	National Oceanic & Atmospheric Administration	Workforce management initiatives	Culture
9	Lawrence Livermore National Labs	U-Learn learning portal	Culture
10	Peace Corps	Volunteer and community L&D	Culture
11	National Technical Information Service	eLearning for GOV	Culture
12	Department of Air Force	Air University's Air TV Network	Collaborative
13	Advanced Distributed Learning	SCORM & Learning Co-Lab	Culture
14	Dept of Labor Employment & Training Administration	Workforce development/Displaced Workers program	Culture
15	U.S. Army Program Executive Office for Simulation, Training and Instrumentation	Center of Acquisition Excellence/Team Orlando	Innovation
16	Naval Air Warfare Center Training Systems Division	Training Navy center/Team Orlando	Culture
17	Florida Virtual Schools	Virtual high school	Collaborative
18	VA Acquisition Academy, Dept of VA	VA Acquisition University	Innovation
19	iCollege, National Defense University	Sims, technology & eLearning innovations	Innovation
20	Care Learning	AHA training & certification	Collaborative
21	Joint Training Integration & Evaluation Center/Team Orlando	Military Sims & Training/Team Orlando	Innovation
22	Make-a-wish Foundation	Leadership training for Chapters	Culture
23	Air Force Agency for Modeling & Simulations	Air Force models & sims /Team Orlando	Innovation
24	ATIC, U.S. Army	National Guide Preceptor Simulation	Innovation
25	U.S. Army	Army Distance Learning for Soldiers	Culture
26	U.S. Wired for Education	Displaced worker eTraining	Culture
27	U.S. Office of Personnel Management	Commerce Learning Center	Innovation
28	Media X, Stanford University	Collaborative think tank	Innovation

29	Dept of Civil & Environment Engineering, Stanford University	Civil Engineering Online Learning Lab	Innovation
30	Stevens Institute of Technology	WebCampus	Collaborative
31	Institute for Simulation & Training, University Central Florida	Sims & training development/Team Orlando	Culture
32	Dept of Safety & Motor Vehicles, State of Florida	eLearning for DMV employees	Innovation
33	Florida Dept of Law Enforcement	Florida Criminal Justice Executive Institute	Collaborative
34	Prince William County Government	Corporate University for Gov	Culture
35	International Society of Automation	Global learning portal	Culture
36	Healthcare Financial Management Association	Member training VLE	Collaborative
37	e-Learning for Kids	eLearning to children in need	Collaborative
38	National Academy of Sports Medicine	Medical certification & online degrees	Culture
39	The Protocol School of Washington	CRM eClass program	Collaborative
40	South Dakota State University	Advanced learning in the cloud	Innovation

**The 2011 *Learning!* 100 Corporate Enterprise Honorees Are:**

Rank	Company	Program	Area of Excellence
1	Intel Corporation	Learning leadership	Culture
2	United Parcel Service	Global Leadership Development, UPS Learning Ctr	Performance
3	American Express	Customer service & Social learning	Performance
4	Jiffy Lube, A Shell Oil Company	Jiffy Lube University	Innovation
5	Scripps Health	Healthcare cost management training	Performance
6	Best Buy	Geek Squad training	Collaboration
7	Deloitte Consulting	Corporate University Telepresence	Culture
8	Google	Google Labs	Culture
9	Orbitz Worldwide	Global customer & employee learning portal	Collaboration
10	Qualcomm	Qualcomm Learning Center	Culture
11	Navy Federal Credit Union	Learning technology training	Culture
12	Center for Advanced Learning, IBM	Advanced learning innovations	Innovation
13	CISCO	Channel training VLE	Collaboration
14	VI (Classic Residence by Hyatt)	Resident care learning program	Collaboration
15	CA Technologies	Mainframe Academy	Collaboration
16	Shaw Industries	Shaw Learning Academy	Culture
17	Morrison Management Specialists	Loss Prevention University	Performance
18	BMC Software	Global learning	Collaboration
19	Telus Wireless	Social learning	Collaboration
20	Royal Bank of Canada	eLearning training	Culture
21	Pfizer	Talent & learning integration	Culture
22	Papa John's International	Franchise training	Culture
23	Best Buy Canada	Retail training	Collaboration
24	AutoDesk	HRM training	Culture
25	Avnet	Competency-based training	Culture
26	The Economic Insurance Group	Regulatory training	Innovation
27	Southern States	eLearning for skills development in farming	Culture
28	Cox Communications	Network reliability training	Performance

29	BDO Canada	BDO University	Culture
30	Cabella's	Skill award program	Performance
31	Computer Sciences Corporation	Leadership Development Academy	Culture
32	Pearson Digital Learning	Team training	Culture
33	Cemex	Centralized IT Training Division	Culture
34	Cabdbury, Division of Kraft	On-boarding	Culture
35	CDW	Wired skills development program	Culture
36	Dunkin' Brands, Inc.	Franchise training	Culture
37	American Automobile Association	eLearning curriculum	Culture
38	Watson Pharmaceuticals	Learning hub	Collaboration
39	Automatic Data Processing	Sales training	Culture
40	Kendle	Skills development	Culture
41	The Apothecary Shop	Corporate University Knowledge Portal	Culture
42	ARAMARK	Customer learning	Collaboration
43	Westinghouse Electric Company	Onboard & Customer training	Culture
44	General Re	Learning culture training	Culture
45	Hitachi Data Systems	Customer learning	Collaboration
46	General Electric	HRM training toolkit	Culture
47	IDEO	Collaborative learning	Collaboration
48	Oldcastle	Talent management & leadership	Culture
49	First Insight	Customer training	Collaboration
50	Ferring Pharmaceutical	Sales training	Performance
51	Getty Images	Global product launch	Performance
52	Spectrum Pacific Learning	Online University	Collaboration
53	Springs Window Fashions	eLearning training: Sales & translation	Performance
54	Delta Hotels Lmtd	Learning portal	Collaboration
55	Oakley	Channel sales training	Performance
56	Business Wire	Virtual training	Collaboration
57	Accor North America	Global Academies	Culture
58	Thomson Reuters	Knowledge Network Channel	Collaboration
59	Dell	LearnDell.Com customer training	Innovation
60	Adobe	Channel training	Performance

### The Learning Continues

The *Learning!* 100 organizations will be featured in the May award issues of *Elearning!* and *Government Elearning!* magazines. Plus, EMG and the Aberdeen Group released the Best-in-Class Learning & Development Study, reporting the practices of those organizations achieving outstanding performance. To secure the report, visit: [www.aberdeen.com](http://www.aberdeen.com).

"Aberdeen's research is all about understanding what drives organizational performance, and the power to capture and transfer knowledge, and deliver learning in new ways is one of the keys to unlocking that success," says Mollie Lombardi, Senior Research Analyst, Human Capital Management, Aberdeen Group. "We're pleased to bring our unique research methodology for defining Best-in-Class learning performance to the *Learning!* 100 Award program."

In addition key trends, practices and collaborations will be shared in follow-up print, online, virtual and physical networking and educational opportunities. To attend *Learning!* 100 sessions, register at: <http://www.2elearning.com/events/web-seminar-series.html>

## END##

**About Elearning!**

*Elearning!* and *Government Elearning!* magazines, e-zines, e-newsletters, Alerts, Websites and Summits are produced by B2B Media Company, LLC. *Elearning!* magazine is one in the family of 11 media products serving the \$160 billion e-learning market. In combination, these brands reach up to 2 million executives, practitioners and professionals who plan, evaluate or deploy enterprise-wide learning solutions across their organizations. To learn more, visit: [www.2elearning.com](http://www.2elearning.com) or [www.gov.2elearning.com](http://www.gov.2elearning.com)

**About Aberdeen Group, a Harte-Hanks Company**

Aberdeen provides fact-based research and market intelligence that delivers demonstrable results. Having queried more than 30,000 companies in the past two years, Aberdeen is positioned to educate users to action: driving market awareness, creating demand, enabling sales, and delivering meaningful return-on-investment analysis. As the trusted advisor to the global technology markets, corporations turn to Aberdeen for insights that drive decisions. As a Harte-Hanks Company, Aberdeen plays a key role of putting content in context for the global direct and targeted marketing company. For additional information, visit Aberdeen or call (617) 854-5200, or to learn more about Harte-Hanks, call (800) 456-9748.

**About e-Learning for Kids**

e-Learning for Kids is a global 501(c)(3) non-profit organization that is dedicated to opening doors to education worldwide. Established in 2004, e-Learning for Kids is dedicated to fun and FREE learning on the Internet (or via CD ROM) for children aged 5-12 with over 200 best-in-class courses in math, science, language arts, computers, English as a second language, health and life skills. The courseware is also available in Spanish, French, Portuguese and in Indian English. In 2010, more than 2.3 million children benefitted from one or more EFK courses. A large volunteer staff consists of education and e-Learning experts and business professionals from around the world committed to making a difference. We are actively seeking funding, sponsors and courseware developers. Get involved! For more information, please visit us at <http://www.e-learningforkids.org>. Media contact: [vcerda@e-learningforkids.org](mailto:vcerda@e-learningforkids.org)