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Cellcom launches project for school technology

FOR THE MARSHFIELD NEWS-HERALD • OCTOBER 26, 2010


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Cellcom will give the eight public and private high schools in Stevens Point, Marshfield and Wisconsin Rapids a chance to win one of three cash prizes totaling \$50,000 to be used for classroom technology.

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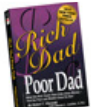
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Project Innovate, a community voting challenge, invites students, teachers, families and community members to vote and rally support for their favorite school. The voting period runs in November.

The school with the most votes at the end of November will be awarded a \$30,000 grand prize exclusively for the purchase of technology. The first prize winner will receive \$15,000 and second prize is \$5,000. All remaining schools who enter Project Innovate will each receive three Samsung Galaxy tablets, a \$1,500 value, for classroom use. Cellcom believes that providing these tools to teachers and students will inspire innovation, enhance learning and increase academic achievement.

Small and large schools can win Project Innovate.


"The community voting program hinges on mobilizing a school's supporters," said Brigid Riordan, director of public affairs for Cellcom. "It's all about word of mouth, and it may be easier for a small school to rally their community. The key to success in Project Innovate is to tell as many people as can to vote for your school and to be creative."

Anyone age 13 and older is eligible to vote, regardless of location. Each individual can vote one time and an e-mail address is required to vote.

Marshfield High School, Columbus Catholic High School (Marshfield), Stevens Point Area Senior High, Pacelli High School (Stevens Point), Charles

F. Fernandez Center for Alternative Learning (Stevens Point), Lincoln High School (Wisconsin Rapids), River Cities High School (Wisconsin Rapids) and Assumption High School (Wisconsin Rapids) were invited to participate in Project Innovate.

Contributed by Tammy Homan, media relations/communications coordinator, Nsight/Cellcom.



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