



The Public Education Foundation

Because young minds matter

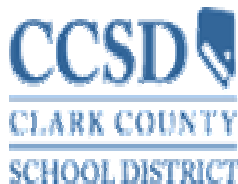
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SOUTHERN NEVADA'S FOURTH GRADE STUDENTS TO "ROCK ON" **THANKS TO PINK JEEP TOURS AND THE PUBLIC EDUCATION FOUNDATION**

Students to Compete for Chance for Once-in-a-Lifetime Valley of Fire Experience

LAS VEGAS (October 2009) – Reading about nature is one thing; experiencing nature and creating lifetime memories is another. Pink Jeep Tours, The Public Education Foundation, and the Clark County School District (CCSD) Community Partnership Program will make students' dreams of exploring Valley of Fire a reality. Beginning this fall, all CCSD fourth grade classes will compete for the opportunity to experience a Valley of Fire Tour with Pink Jeep Tours.

The program, ROCK ON (Reinforcing Our Children's Knowledge of Nevada), will take place every year. Each class will create a research-based lesson plan designed to teach their fellow students about the Valley of Fire. The plans may be typed, created on PowerPoint, Web-Quest, iMovie, game format, Reader's Theater, etc. Students are encouraged to be as creative as they wish.

The prize: a professionally guided complimentary Valley of Fire tour for the winning classroom. Students will receive a "hands on" learning experience with Pink Jeep Tours. Students will see amazing geological features, volcanic ruins and Native American petroglyphs. Disposable cameras will be provided for students to share photos online with others.

"We are very excited to team up with Pink Jeep Tours to offer our students such an enriching experience," said Judi Steele, president of The Public Education Foundation. "Innovative public-

private partnerships, like this one, are helping to improve our schools, and we hope this program serves as a powerful example of how businesses can get involved and make a difference for our children.”

The ROCK ON program will connect local Nevada students with natural destinations right in their own backyard. Valley of Fire is one of three state parks within close proximity to Las Vegas. Students will gain an appreciation of the “natural side of Las Vegas” with Pink Jeep Tours. They will also have a better understanding of one of southern Nevada’s more popular tourism destinations.

“We are thrilled to participate in the educational process by bringing our expertise to the children of the local community” says Alix Reed, general manager, Pink Jeep Tours. “We are fortunate to be working with The Public Education Foundation who shared our vision and helped make this come to life.”

Only one nomination per participating classroom will be accepted. The panel of judges will include representation from Pink Jeep Tours, The Public Education Foundation and the School-Community Partnership program and a curriculum specialist. One class per season will win. Entries for the first competition are due by Oct. 15.

The first winning class will experience the Valley of Fire tour mid-to-late November. The next competition will begin spring 2010.

For more information, call Pink Jeep Tours at (702) 895-6777 or go to www.pinkjeep.com.

ABOUT THE PUBLIC EDUCATION FOUNDATION

The Public Education Foundation is a nonprofit organization dedicated to mobilizing community and global resources to meet the challenges of educating a growing and diverse Southern Nevada population. The Foundation’s programs and initiatives are designed to improve student performance and advance quality educational opportunities for all children. Since 1991, The Foundation has raised more than \$56 million to improve teaching and learning in Southern Nevada’s public schools. For more information about the Foundation, go to www.ThePEF.org.

ABOUT PINK JEEP TOURS – LAS VEGAS, INC.

Experience the "natural side" of Las Vegas. Founded in 1958 in Sedona, Ariz., Pink Jeep Tours is the premier off-road tour company in the Southwest. *Nevada Magazine* readers recently named Pink Jeep Tours “Top Tour Company.” Built and designed specifically for Pink Jeep Tours, The Tour Trekker is the first-of-its-kind, luxurious yet rugged, all-terrain vehicle. As one of the few Las Vegas tour companies to possess off-road permits, guests experience areas inaccessible to most. From Grand Canyon to Hoover Dam to Mt. Charleston, there are 10 tours showcasing the Southwest’s breathtaking landscape. Off-road has never been so civilized. For more information, go to www.pinkjeep.com.

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