



MEDIA RELEASE

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### **New Resource Teaches Critical Thinking Skills Through Media Analysis**

**(Toronto)** – The Curriculum Foundation (TCF) is pleased to release a new teaching resource, *A Media Campaign for Character Education*, developed by educators Jamie Weir and Marilyn Purcell from the Avon Maitland District School Board through a TCF grant. *A Media Campaign for Character Education* models how to combine character education with effective communication techniques through student-produced media campaigns. Students cultivate their critical thinking and critical literacy skills and enhance their collaborative skills as they establish positive relationships with the broader community. Teachers can download *A Media Campaign for Character Education* and many other free resources at our website, [www.curriculum.org](http://www.curriculum.org). Simply click Classroom Resources on the toolbar, then click 'Teacher-Developed – Free!'

*A Media Campaign for Character Education* combines the development of critical thinking skills and creative design skills to help students become effective communicators. By deconstructing the techniques used in professional advertising and promotional materials, students develop their critical thinking skills and creative design skills by applying these techniques to their own projects. Each section of the resource emphasizes one of the 10 key character traits that contribute to good citizenship through role-playing activities, brainstorming exercises, and class reflections.

Each year, The Curriculum Foundation awards grants to Canadian educators for their unique resource proposals for innovative classroom resources. The Curriculum Foundation is the charitable arm of Curriculum Services Canada, the Pan-Canadian standards agency for quality assurance in learning products and programs. TCF is a registered charity that accepts donations in order to provide teachers with the necessary funding to develop resources that enrich learning for students.

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