

## FOR IMMEDIATE RELEASE

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## **Heritage Curriculum a Catalyst for Change / TheLessonMachine.Com Philosophy States Child Enthusiasm is Best Avenue for Change**

Tucson, Arizona – May 4, 2004 -- With the trauma of international events occupying so much time in the media, it is imperative that accurate, positive cultural information be disseminated, and quickly. The most precious resource in solving this problem? Our children.

Myscha Theriault, president of MTD Worldwide and driving force behind **TheLessonMachine.Com**, believes that massive systemic change in cross-cultural perception will only come from involving the entire family. This, she says, is accomplished by exposing the youngest members to cultural learning opportunities that are fun and positive. “Other organizational movements (the environment, animal rights) already realize the importance of engaging our youngest ambassadors,” says Theriault. “They have letter writing campaigns, classroom activity packs, etc. Yet our most important ambassadors are overlooked with regards to cross-cultural understanding.”

**TheLessonMachine.Com** embraces the philosophy of children playing a critical role in world peace by providing a newly designed educational program for classroom teachers. “Everything is provided for the teacher,” says Theriault. “Reading practice, homework, vocabulary support and theme activities allow classroom professionals to cover the necessary skills while promoting world citizenship.” Free samples of this program are also available for download at <http://www.thelessonmachine.com>.

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