

FOR IMMEDIATE RELEASE

THE LEADERSHIP AND LEARNING CENTER SELECTS ZION & ZION AS PUBLIC RELATIONS AND SOCIAL MEDIA AGENCY

Denver-based, international consulting and educational professional development company to support continued expansion and positioning with selection of PR/social media agency Zion & Zion

TEMPE, Ariz. – June 28, 2010 – Founded by Dr. Douglas B. Reeves, The Leadership and Learning Center has consistently grown its US and international presence as a major force and pioneer in helping to increase student achievement in the most challenging schools and educational systems. Now, in support of continued growth, “The Center” has selected leading PR, social media and full-service marketing agency Zion & Zion to organize and formalize the company’s public relations and social media campaign and outreach.

“I’m extremely proud of our work with educators around the globe, especially our work in high-poverty, high-minority schools and our ground-breaking work in 90/90/90 schools exhibiting 90% poverty, 90% minority and 90% of students meeting or exceeding standards. Ours is a mission with purpose far beyond the commercial, and we looked to a PR firm that was going to truly get that at their core and have the necessary level of passion to work as a true partner in driving student achievement. We’ve found that with Zion & Zion, and their work thus far has been exemplary,” stated Founder and CEO Dr. Douglas B. Reeves.

“Our firm is pleased to have become a partner in The Center’s mission and we’re kicking off our activities with a rapid and aggressive thrust into various areas of social media in order to promote The Center’s upcoming Data Teams Summit being held in Vail, Colo., on June 29 and 30. Also in the works are various high profile media opportunities for The Center and its leadership,” said Zion & Zion CEO Aric Zion.

About The Leadership and Learning Center

The Leadership and Learning Center provides world-class professional development services, cutting edge research, and innovative solutions for educators and school leaders who serve students from prekindergarten through college. The Center has worked in all fifty states and every Canadian province, as well as Europe, Africa, Asia, South America, and the Middle East. The Center works with public school systems, as well as religious and secular independent schools, charter schools, community colleges, technical schools, universities, state departments of education, national ministries of education, and international education associations. Center Professional Development Associates are experienced superintendents, principals, administrators, and educators who provide comprehensive practices for clients in the area of standards, assessment, instruction, accountability, data analysis and leadership.



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About Zion & Zion

With headquarters in Phoenix and clients throughout North America, Zion & Zion is a full service marketing strategy, advertising, public relations, social media, and interactive marketing firm. Zion & Zion has clients across a broad range of industries and verticals including: Health & Wellness, Hospitality & Entertainment, Retail, Real Estate & Development, High Tech & Engineering and Home Improvement.

Zion & Zion differentiates itself through superior creative and long executive experience in marketing strategy as well as a truly integrated approach to marketing and advertising built upon the firm's capabilities to provide all services in-house.

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