



Follett Now Offering ThinkCERCA Literacy Platform

Companies partner to provide award-winning product for grades 4-12

CHICAGO, March 1, 2016 –Follett announced today it has begun selling ThinkCERCA, an award-winning online literacy platform that empowers teachers to personalize critical reading, writing and thinking instruction.

ThinkCERCA includes curriculum for grades 4-12 across English language arts, science, social studies, and mathematics. The CERCA framework, the core of the ThinkCERCA platform, provides consistent language and tools for teaching literacy and critical writing across the curriculum. ThinkCERCA is designed to bolster academic achievement and readiness for common state and college-readiness assessments, such as the ACT and SAT, in as few as six weeks.

ThinkCERCA has received recognition from luminaries across the technology space for its ability to empower teachers and develop the critical thinking and academic writing skills necessary for students to succeed in college, career and life. Its product has been recognized by the Bill and Melinda Gates Foundation, the Chicago Innovation Awards, and *EdSurge* for its ability to boost student learning across the curriculum.

“We're extremely excited and honored to partner with Follett’s digital sales team to bring our personalized literacy platform to more districts, schools, and teachers,” said Eileen Murphy, ThinkCERCA's CEO. “Every student, regardless of socio-economic background or readiness level, should have access to quality, engaging curriculum that develops their critical thinking skills while meeting the demands of new career and college readiness standards. This strategic partnership will help us achieve this mission.”

Designed by a team of leading educators and technology entrepreneurs, ThinkCERCA’s approach is supported by decades of research from University of Chicago showing achievement through cross-curricular reading, writing, and debate leads to increased college and career readiness. Julie McGlade, principal at John W. Garvy Elementary School in Chicago, is one of many educators praising ThinkCERCA.

“ThinkCERCA was our missing link, the piece that tied everything together for both our teachers and our students,” McGlade said. “It was the tool and resource needed to meet the needs of all our learners. It enabled teachers to use flexible groupings, differentiate instruction, level texts, support the implementation of argumentative writing, and provide topics of high interest.”

In March 2015, Follett Corporation announced it would make a \$3.2 million investment in ThinkCERCA from the Follett Knowledge Fund, a venture capital fund for new technologies with the potential to improve the way educational content is delivered and consumed.

“ThinkCERCA is a great example of how technology can and should be used to benefit learning, and our partnership will help expand Follett’s classroom capabilities,” said Nader Qaimari, Executive Vice President, Follett Corporation, and General Manager, Follett School Solutions. “Its purpose is not solely to provide access to content, as most technology does, but rather to give it great utility. Students use ThinkCERCA to better understand concepts and then think critically to move through the framework.”

For more information about Follett, visit www.FollettLearning.com; for more information about ThinkCERCA, visit www.ThinkCERCA.com. To reach Follett sales, call (877) 899-8550.

About

About ThinkCERCA | www.ThinkCERCA.com

ThinkCERCA's personalized literacy platform helps teachers grow students' critical thinking, reading, and writing powers. With more than 300,000 students and teachers using its platform in all 50 states and 130 countries, the company has partnered with prominent leaders in education, including [Follett Corporation](#), and has been featured by The Atlantic, Education Week, and EdSurge. In July 2013, ThinkCERCA was the recipient of a [Bill & Melinda Gates Foundation Literacy Courseware Challenge](#) grant, and in December 2012, graduated from the inaugural class of [Impact Engine](#)'s social impact accelerator.

About Follett’s PreK-12 Business | follettlearning.com

Follett is the largest provider of educational materials and technology solutions to PreK-12 libraries, classrooms, learning centers and school districts in the United States, and a major supplier to educational institutions worldwide. Follett distributes books, reference materials, digital resources, eBooks and audiovisual materials, as well as pre-owned textbooks. Follett also is one of the leading providers of integrated educational technology for the management of physical and digital assets, the tracking, storing and analyzing of academic data, and digital learning environment tools for the classroom focusing on student achievement.

About Follett Corporation | follett.com

For more than 140 years, Follett has been a trusted partner to pre-K and K-12 schools, districts, and college campuses, taking care of the critical details that make it easier for schools to run, teachers to teach and students to learn. Every day, Follett serves over half of the students in the United States, and works with 70,000 schools as a leading provider of education technology, services and print and digital content. Follett is higher education's largest campus retailer and a hub for school spirit and community, operating more than 1,150 local campus stores and 1,600 virtual stores across the continent. Headquartered in Westchester, Illinois, Follett is a \$2.6 billion privately held company.

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