

The largest learning event in history

December 8-14, 2014

The Hour of Code is coming, again!



Last year, 15 million people tried an Hour of Code in one week. Join people all over the world for an Hour of Code during the US Computer Science Education Week, December 8-14. **We're aiming for 100 million participants worldwide to do an Hour of Code by the end of 2014! Sign up at <http://hourofcode.com/uk>**

What is the Hour of Code?

A one-hour activity. Participants can choose from a variety of self-guided tutorials.

A global movement reaching tens of millions of people in 170+ countries. Anyone, anywhere can organize an Hour of Code event. Tutorials are available in over 30 languages.



Why computer science?

We are constantly using technology today, but how many of us are learning to build it? Everyone should have the opportunity to learn computer science. The basics help nurture creativity and problem-solving skills

Bring it to your office

Calling all HR teams: Hour of Code is a fun introduction to computation thinking for everyone in your company.

No experience needed: We will provide activities for all participants.

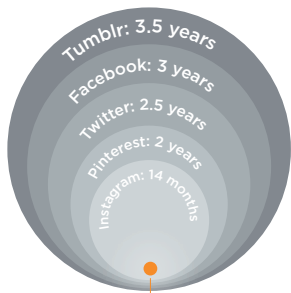
Computers are optional: You can learn basic programming concepts on a computer, tablet, smartphone—or no device at all.

Prizes for EVERY organiser

- Every Hour of Code organizer will receive **Dropbox space** or **Skype credit** as a thank you for bringing it to their company.
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Incredible stats from last year's Hour of Code. In one week alone:

It was the fastest to reach 15 million users.



The Hour of Code: 5 days

15 million people in 170 countries learned an Hour of Code.



More girls and women tried computer science than in the last 70 years.



Over 10 million girls in 2013

Together, we can fix the diversity gap in computer science

The Hour of Code is a first step in showing everyone what computer science is all about. Last year, almost half of all Hour of Code participants were female, 8% were black and 14% Hispanic. Computer science students on average are only 18% female, 3% black, and 8% Hispanic.



Join us to propel unprecedented momentum—from CEOs to celebrities to the President of the United States

- Tech titans Bill Gates, Jack Dorsey, Susan Wojcicki and Gabe Newell all connected with classrooms in live video chats.
- President Obama, Shakira and Ashton Kutcher all kicked off last year's Hour of Code with video messages.
- Over 100 partners have come together to support this grassroots campaign, including the BBC, Apple, Microsoft, Amazon, Khan Academy and more.

Mark your calendars now for December 8–14, 2014!

Start at <http://hourofcode.com/uk>

Hour of Code Participation Guide:

- 1 **Details** on Hour of Code activities
- 2 **Sign up your colleagues** and recruit your company
- 3 **Plan your hardware needs**—computers are optional
- 4 **Spread the word**
- 5 **Plan a company-wide assembly**
- 6 **Beyond the Hour of Code.** Keep learning!



1 Details on Hour of Code activities

We'll host a variety of fun, hour-long tutorials for participants of all skill levels created by a variety of partners. Try out options at <http://uk.code.org/learn>. We'll release new tutorials to kick off the Hour of Code before December 8-14.

All Hour of Code tutorials:

- **Require minimal prep-time for organisers**
- **Are self-guided**—allowing participants to work at their own pace and skill-level

Uk.code.org's own Hour of Code tutorial features **Angry Birds**, **Plants vs. Zombies** and video lectures from **Mark Zuckerberg** and **Bill Gates**. New tutorials are coming soon to kick off the Hour of Code in December.



2 Sign up your colleagues and recruit your company

Are you a in HR? Host an Hour of Code event for all your employees throughout the week.

Where should you start?

- Tell us about your Hour of Code at <http://hourofcode.com/uk> and we'll send you posters to help excite your colleagues.
- Give this brochure to your head of HR to get every employee in your company on board.

3 Plan your hardware needs—computers are optional

The best Hour of Code experience will be with Internet-connected computers. But you don't need a computer for every participant.

Use smartphones: If your office doesn't have enough computers or Internet access, many of the one-hour activities will also work on smart phones.

Go "unplugged:" We will offer "unplugged" tutorials that teach introductory principles of computer science without an electronic device.



4 Spread the word to your colleagues, your kids and their schools

Share Promotional Materials. Inspire your colleagues with videos and print posters to hang in your company. You can find everything you need at

<http://hourofcode.com/uk/resources>

Tell your kids. Tell kids about the Hour of Code and encourage them to participate too. Kids with engaged parents are more likely to pursue computer science.

Tell your kids' teachers. Tell your kids teachers and ask them to host an the Hour of Code at their school. There are lots of materials and support on our website, any teacher can host an Hour of Code even with no knowledge of computer science

Reward participants. Go big and create prizes and awards for Hour of Code participants.

5 Plan a company-wide assembly

The biggest and best way to kick off the Hour of Code is with a company-wide assembly during December 8-14.

Show a uk.code.org video, invite a speaker and try an “unplugged” activity with colleagues live in front of the entire company. Contact press and local officials to tell them about your company’s participation in the international Hour of Code movement.

6 Beyond the Hour of Code. Keep learning!

Here’s what you and your colleagues can do after finishing the Hour of Code:

Continue learning online. The Hour of Code is just a first step. Keep going with Code.org’s online learning platform, Code Studio. Courses and apps are available for all skill levels, with options to create interactive games, stories or apps. Start at <http://studio.code.org>.

Join the movement! Computer science is foundational for every individual. Give your colleagues a chance to start with one Hour of Code.

Start at <http://hourofcode.com/uk>



The Hour of Code is organized by Code.org, a public 501c3 non-profit dedicated to expanding computer science education and increasing participation by women and underrepresented students of color. The Hour of Code is celebrated during the annual Computer Science Education Week in the United States

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**HOUR
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CODE**