Code.org
1511 Third Avenue, Suite 301
Seattle, WA 98101

COMPUTER SCIENCE
Education Week
WWW.CSEDWEEK.ORG
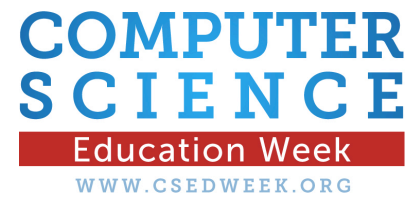
Computer Science Education Week 2013
"Hour of Code" campaign

Software is an increasingly important part of our economy, yet fewer schools teach computer science than 10 years ago. New programming jobs are growing 3 times faster than students entering the field. More than 50% of all math/science jobs are for computer scientists, but fewer than 5% of our schools teach programming – despite CS jobs being the highest paying for new graduates.

To bridge this gap, and introduce America to the 21st Century, Code.org is organizing a massive Hour of Code campaign to coincide with national Computer Science Education Week, Dec 8-14, 2013. The concept is to **recruit 10 million students (and adults) to take an Hour of Code**.

What's an Hour of Code?
1) A self-guided online tutorial anybody can do, with just a web-browser or smart-phone. No experience needed. We will have content targeting students from 3rd grade and up.
2) A recruiting effort to get 100,000 teachers to host an Hour of Code during CS Ed Week. Communities that enlist the most students will win recognition and prizes. We are also encouraging large corporations to enlist their own employees to take the Hour of Code.
3) A massive promotion to ensure that a significant percentage of Americans hear about Hour of Code with support from celebrities, politicians, non-profits, and corporations.

Early support for this campaign has been extremely positive. Partners who have expressed an interest in participating include Google, Microsoft, Zappos, Electronic Arts, the White House, the NCAA, and individuals such as Bill Gates and Mark Zuckerberg.

How can you participate? Below are some basic options - we'd love to work with you on the details:
- Help us recruit teachers/schools/students to participate in Hour of Code.
- Promote Hour of Code yourself (using social media, traditional media, mailing lists, etc.)
- Host an Hour of Code in your own organization.
- Ask your employees or members to organize an Hour of Code at local schools or groups.
- Donate rewards which can incent students/teachers/schools (gift cards, schwag, etc.)
- Help us deliver a fun & engaging curriculum (license us IP, star in a video, build an app).
- Donate to Code.org itself! Supporting Code.org can help the economy, reduce inequality (especially for women and students of color), and prepare our kids for the 21st century.

What happens after the Hour of Code?
We will encourage students to study follow-on courses, at their school or online. We will also recruit participating teachers to consider teaching computer science. And we will recruit parents to help us advocate for computer science locally.

Who is behind this campaign?
Computer Science Education Week (CSEdWeek) is a national annual awareness program for computer science education. It is organized by the Computing in the Core Coalition and Code.org to raise awareness (particularly in the K-12 environment) about the importance of CS education and its connection to careers in computing and other fields. CSEdWeek is held in recognition of the birthday of computing pioneer Admiral Grace Murray Hopper (December 9, 1906).

Code.org is a 501c3 non-profit focused on bringing Computer Science to every K-12 school. Code.org is helping to organize and fund CS Ed Week 2013.

See our video w/ Bill Gates & Mark Zuckerberg (http://www.youtube.com/watch?v=tfiw511eAB8)