



FOR IMMEDIATE RELEASE

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CALL FOR ENTRIES FOR FIRST ANNUAL THOMAS EDISON ELECTRICAL AWARENESS AWARDS ANNOUNCED TO METRO AREA HIGH SCHOOLERS

Time Warner Cable, Cable in the Classroom and The Electric League Challenge Students to Create and Submit Electricity-Related Educational Videos

Time Warner Cable, Cable in the Classroom and The Electric League have partnered to create the first annual Thomas Edison Electrical Awareness Awards as part of an electricity education program aimed at high school students. The first place award of \$850 will be presented to winning entries at The Electric League's Safety Luncheon in May.

"The purpose of the Thomas Edison Electrical Awareness Awards is to raise awareness of the electrical industry and safety issues," says Some Person. "By getting high school students involved in the competition, they will expand their knowledge of careers and issues related to electricity."

The contest integrates online research with Cable in the Classroom programming into a project that will allow students to collaborate in a workplace-like environment. Students must work together to create a five to ten minute video on one of three topics related to electricity—careers in the electrical industry, electrical safety and/or how electricity has changed the way we live. Students are welcome to use Cable in the Classroom programming from networks such as *TLC*, *Discovery*, *HGTV*, the *History Channel*, *Tech TV* or *The Weather Channel* in their work. Video entries will in turn be made available by The Electric League to all K-12 schools in the area for use in their curriculum.

Each entry must include the video; a completed entry form identifying the school, teacher, class, students and the role each played in the project; a project summary of no more than 120 words; and a bibliography that identifies all resources used in the video. Schools are not limited to one entry or topic.

Contest materials are available at www.twckc.com, or by calling 816-222-5700. All entries should be received by April 11, 2003. Winners will be announced May 1. Send entries to The Electric League, c/o Western Association, 638 W 39th Street, Kansas City, MO, 64141, ATTN: Olivia Holcombe. Entries become the property of The Electric League. Second and third place prizes in each category will be awarded in the amounts of \$450 and \$350, respectively.

About Time Warner Cable

Time Warner Cable Kansas City is a division of AOL Time Warner, the world's first fully integrated media and communications company. Time Warner Cable owns and operates the world's most advanced, best-clustered cable television operations serving nearly 11 million households. The Kansas City division's 950 employees offer broadband cable services to approximately 555,000 homes in 56 area communities.

About Cable in the Classroom

CIC represents the cable telecommunications industry's commitment to education—to improve teaching and learning for children in schools, at home and in their communities. This is the only industry-wide philanthropic initiative of its kind; since 1989, 8,500 cable companies and 39 cable networks have provided free access to commercial-free, educational cable content and new technologies to 81,000 public and private schools, reaching 78 percent of K-12 students. CIC focuses on five essential elements to ensure quality education in the 21st century: visionary and sensible use of technologies, engagement with rich content, community with other learners, excellent teaching, and the support of parents and other adults.

About The Electric League

The Electric League of Missouri and Kansas is an active, growing organization founded in 1912 as a forum for electric industry cooperation. The mission of the Electric League of Missouri and Kansas is to identify and cooperatively meet the diverse needs of member businesses in Missouri and Kansas who provide products or services to the electrical industry.