



**FOR IMMEDIATE RELEASE**  
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**Arizona School Services through Educational Technology (ASSET) to improve early childhood instruction throughout Arizona**

**\$30,000 grant from the Qwest Foundation helps develop online kindergarten readiness program**

**Phoenix, AZ—**

ASSET/Eight, the education department for Arizona Public Television at Arizona State University, is creating an online educator self-assessment tool designed to improve Early Childhood instruction throughout Arizona. ASSET will also create a free, online kindergarten readiness tool for use by parents and care providers. These online tools, 360° Early Childhood provided by Qwest and Qwest KIP (Kindergartener In-Progress), form the core of a program with the overarching goal of increasing kindergarten readiness levels of Arizona children.

“Qwest places a premium on education and working to provide the youngest Arizonans with the tools to better prepare them for the start of a long, exciting and wonderful time in school,” said Pat Quinn, Qwest President-Arizona. “We’re proud of our broadband network which enables so many people to get their hands on the information to help them better prepare our leaders of tomorrow for what lies ahead.”

ASSET/Eight will leverage additional internal resources, including grant funds from PBS TeacherLine (U.S. Department of Education Ready to Teach Grant) for program implementation training in a group of pilot schools/districts in Arizona, which will help to provide online content, program implementation training, and external evaluation of the project. These in-kind resources will be contributed to the project above and beyond the Qwest Foundation funds requested.

“ASSET/Eight has always been a trusted source for early childhood educational content. This generous gift from Qwest along with the additional resources from PBS TeacherLine will help us continue to support early childhood educators and families with young children,” said Debra Lorenzen, Executive Director-ASSET.

### **Qwest in Arizona**

Qwest offers a unique and powerful combination of voice and data solutions for businesses, government agencies and consumers – locally and throughout the country. Customers coast to coast are turning to Qwest's industry-leading national fiber optic network and its Spirit of Service for quality products and superior customer experience. We've been a vital part of the Arizona community for more than 100 years. Qwest has invested more than \$1 billion since 2000 to expand and upgrade Arizona's telecommunications network; employs more than 5,000 people in the state; and, provides state-of-the-art telecommunications services to millions of Arizonans. With special emphasis on empowering children and families through education, Qwest and the Qwest Foundation contribute nearly \$3 million annually to non-profits, charities and community organizations in the state. Qwest is also a proud sponsor of the Phoenix Suns, Phoenix Coyotes, Arizona Diamondbacks and the Arizona State Fair.

### **ASSET in Arizona**

Since 1983, ASSET (Arizona School Services through Educational Technology) has helped Arizona K-12 educators integrate technology into their classrooms. Through a membership model serving schools and districts, the organization offers a broad array of services including online and face-to-face professional development opportunities, a streamed video library, and access to a variety of Web-based resources and lesson plans through the ASSET Education Portal. ASSET is a department within Eight/KAET Public Television at Arizona State University.

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