



## **Know The USA Benefits The Public With U.S. History Pocket-sized Cards**

*History and civics information packaged in an attractive, fun, useful format for students 6th grade through college age, those studying US history/civics and for travelers.*

### **FOR IMMEDIATE RELEASE**

NEW YORK/EWORLDWIRE/Sep. 16, 2003 --- Most people recognize that index cards and flashcards are effective at helping to learn material. With just enough room to identify and encapsulate the most important facts of a topic, index cards provide a concise, portable method to retain information.

Developed by an elementary school teacher and college professor, the founder of Know The USA Inc. has combined this proven method of study with the concept of baseball-styled trading cards to deliver the most important historical facts about United States history and government in a palm-sized format.

The card set is designed to target the ever-growing gap in education in historical matter as pointed out in reports like the 2001 National Assessment of Educational Progress (NAEP). The report reflected that only 17 percent of eighth graders scored at proficient or advanced levels in United States history, and only 11 percent of twelfth graders. President Bush and the National Endowment for the Humanities have set up new programs to address these deficiencies.

"Know The USA was founded on the premise that the focus on education over the course of the last several years has primarily rested on reading and mathematics," stated Don Michael, Author and Publisher of Know The USA cards, and founder of Know The USA. "Every study that deals with education recognizes the lack of attention given to the study of United States History and shows consistently poor performance of U.S. students in that subject matter."

Know The USA(TM) cards have been featured in Gannett newspapers, on television, in Family Circle magazine, American History magazine, and Educational Dealer magazine. They feature attractive photographs with a question on one side and straightforward easy-to-read information and facts on the reverse side.

Topics covered include the Constitution, pre-European America, the Civil War, U.S. flag, and other major events and icons. As a starting point to learning U.S. history, the Know The USA card set provides educators with a unique classroom tool to investigate each aspect of history.

"The 60-card collection presents interesting and pivotal facts and information every student should know by the time they graduate high school," continued Michael. "They are "flashcards" meet Cliffs(TM) Notes."

Michael examined books and CDs and lists of websites to identify a starting point to study U.S. history and government while studying for the Foreign Service exam.

"Citizenship review books work well as a basic primer," added Michael. "With a book in one hand and cards about our Presidents in the other, I developed the concept of a set of cards about U.S. history - an enjoyable, easy, useful, and affordable way to learn and retain the facts that every U.S. citizen should know - facts the United States government expects new citizens to know."

The cards are easily described as a complete citizenship study kit in one set of cards.

"People who want to know more about our history often don't have the time to conduct their own research or to read thousands of pages of often dry, historical text," said Michael.

Hours of research went into development, while text was compiled from the National Archives and Library of Congress and included a comprehensive copyright search for all photographs and artwork used on card faces.

"The cards work well for any student, from 6th grade through college levels, or teachers," concluded Michael. "With a price point of less than \$10, they are an ideal way for people from every walk of life to learn about the United States - either given as a gift or purchased as a fundraiser to support our schools."

Wholesale prices are available to school groups with minimum orders.

Know The USA sets are available via the Supreme Court of the United States giftshop and catalog, schools, museums, Borders, educational catalogs and retail locations. Other sets in development include a Spanish version of the original set, a Citizenship/ESL version, a companion CD-ROM, and a calendar.

Visitors to the company website at [www.KnowTheUSA.com](http://www.KnowTheUSA.com) can test their knowledge by completing an online citizenship quiz, view CardXtras (complementary information, facts, and trivia), and obtain ordering information.

MEDIA: Additional information is available online at [www.KnowTheUSA.com](http://www.KnowTheUSA.com) website. Arrangements for interviews made be made by calling Don Michael at 585.305.1566 or by sending email to [don@KnowTheUSA.com](mailto:don@KnowTheUSA.com).

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