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NEWS RELEASE

Contact:

Gary Frisch, director of public relations

Phone: 856.728.6100

Fax: 856.728.6121

THE AMERICAN INSTITUTE FOR HISTORY EDUCATION (AIHE) OF SWEDESBORO, N.J. WORKS WITH ADAMUS MEDIA ON TEACHING HISTORY BEYOND THE TEXTBOOK CAMPAIGN

WILLIAMSTOWN, N.J., September 16, 2008 – Adamus Media, a strategic marketing and advertising agency based in Williamstown, N.J., announces it has been selected by The American Institute for History Education (AIHE) to help design a new product awareness campaign and rebrand CICERO.

The agency also works with AIHE to spread the awareness of the many valuable educational and professional development resources available to teachers, schools and districts. Among them, products like CICERO or AIHE's free grant writing services for the Teaching American History Grant.

AIHE specializes in bringing history to life through innovative teaching methods, teaching history products and teacher professional development. CICERO, a history and social studies teachers' educational and professional development tool, is currently available online in beta version awaiting a complete release by AIHE this fall.

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“CICERO is a valuable teachers’ tool. It allows teachers to deepen their subject knowledge and helps them create lessons with rich historical content. And the students get to use it too. There is a dedicated login just for students where they get to explore relevant historical documents, sounds and artwork from the particular period they are learning about. There are games, interactive battle maps, movie clips, it makes learning an adventure,” said Sylwia Majewski, president of Adamus Media.

Adamus Media offers a wide range of advertising & marketing services starting from branding and corporate communications through web design, development and e-commerce, direct mail campaigns, outdoor advertising, interactive and rich media design along with online marketing. The firm’s resources include award-winning writers, photographers, graphic and Web designers, marketing and public relations specialists, interactive media and both 2D and 3D designers and animators.