



## **NEW BACK TO SCHOOL EXPO SHOWCASES THE LATEST LEARNING TOOLS, EXPERTS AND TECHNOLOGY TO SOUTHERN CALIFORNIA FAMILIES**

**LOS ANGELES, CA--(March 25, 2010)** – EdVantExpo announced today that it will launch its first major event at the Los Angeles Convention Center on August 28th and 29th. EdVantExpo, short for “Education + Advantage,” provides the parents of children in grades pre-K through 12<sup>th</sup> access to the best technologies and techniques available to jumpstart, excel and succeed in learning and life. The two-day Expo will include scores of companies, experts, instructors, teachers, authors, programs, software, apps, devices, interactive exhibits, educational games and more.

Uniquely timed for when parents, students and educators transition back to school, this category-defining event aims to address the uber-competitive educational environment where student excellence has become more of a requirement than an option. EdVantExpo is the sole forum where the hard-to-find solutions parents so desperately seek are made available. The expo is the place where the most innovative exhibitors can interact with and provide solutions for their ideal audience. The show brings together, under one roof, a wide spectrum of companies and organizations dedicated to providing students with tools that can help transform their life, learning abilities, instill confidence and promote future achievement.

At this must-attend event which is entirely open to the public, EdVantExpo makes fun the operative word. Learning is cool at the expo filled with fun educational activities, interactive entertainment, informative sessions, and peer-sharing opportunities. Everyone who attends EdVantExpo will have the opportunity to explore the latest educational games, toys, and gadgets and meet with tutors, school representatives and academic counselors. Exhibitors will showcase products such as computer software to help students of all ages read better, music training programs which lead to mastering mathematics, and special learning services and software. Additional sections will feature personal tutors, museum courses and even online education.

EdVantExpo focuses on the development of the whole child. Besides giving students an academic edge, exhibitors with programs that promote sports and fitness, wellness and nutrition (including cooking and diet) will share life-style transforming information with attendees. Other exhibitor categories include education software for language, math, and science, prominent authors of books about helping students grow and thrive, information on summer camp enrichment programs, and teaching aids for educators.

As a parent actively involved in the intellectual, physical, and social development of her two young children, show organizer, S. Victoria Bolden drew on decades of experience as a mom, professional and former academic. Bolden realized that it was easy to become overwhelmed with choices, resources and opinions. She knew from the questions fellow parents asked that she was not alone. Researching where to start, knowing where to look and how to stay up-to-date on the various educational products, services, and programs remains a constant challenge that all parents face. The search for solutions launched EdVantExpo – the first of its kind to bring this enriching banquet to the Los Angeles Convention Center.

Bolden states, "EdvantExpo needs to be on the radar of all parents, educators and exhibitors. With kids going back to school during the first few weeks following the expo, this one-stop shop will jumpstart preparations for the upcoming school year. With the high-speed pace of innovation, there are so many new tools, technologies and resources for students, parents need to know that EdVantExpo will showcase these incredible advances in education."

While enjoying the exhibit and sponsor booths, parents, students and educators will also enjoy a full day of entertainment on the main stage, as well as presentations at various smaller stages.

More information in regards to exhibitors, sponsors and entertainment added will be announced at a further date. For further information on EdVantExpo please go to [HYPERLINK "http://www.edvantexpo.com" www.EdVantExpo.com](http://www.edvantexpo.com).

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