

Working To Improve Math Literacy

(NAPSA)—Improving the math and science skills of the nation's students may add up to a better, stronger future for America.

That's because recent data show that declining math and science skills among American youth could threaten U.S. competitiveness and long-term economic stability. So in an effort to help improve math literacy, Ernst & Young LLP, a leading professional services firm, is sponsoring PBS's award-winning children's television series, "CYBERCHASE," which teaches kids aged 8 to 12 math concepts in a fun and understandable way.

Economy Of Education

According to a 2006 Educational Testing System survey, more than 76 percent of Americans believe that if America's next generation does not improve its skills in math, science and engineering, it risks becoming the first generation of Americans worse off economically than their parents.

"Developing math skills among young people is critically important for America's long-term competitiveness and economic stability and our business is closely tied to math and problem solving. We are proud to give our people the opportunity to use their everyday skills to help children in our communities through this dynamic CYBERCHASE sponsorship," said Steve Howe, Americas Area Managing Partner, Ernst & Young LLP.

"We are delighted to have Ernst & Young working with CYBERCHASE as we celebrate our fifth season," said Tamara E.



An award-winning TV program is helping foster youngsters' interest in math and science.

Robinson, vice president and director of programming for Thirteen/WNET. "They are a powerful endorsement as we continue to foster a positive impact on the lives of children." Executive Producer Sandra Sheppard added, "Through its entertaining stories, CYBERCHASE makes math come alive in ways that build kids' confidence and empowers them for the future."

CYBERCHASE inspires children to approach math with confidence and a "can-do" attitude in the critical years, when too many decide they do not like or are not good at the subject. In addition to the television program, CYBERCHASE has an interactive Web component (pbskidsgo.org/cyberchase), which includes interactive games, lessons and print activities carefully designed to support math learning. The fifth season of CYBERCHASE can be seen on Tuesdays on PBS KIDS GO!