

# ARTS EDUCATION

*What's news in learning*

## Keeping art ed on the class schedule

With roots in art education, a local company's national free art supplies program targets the classroom

By Kris Hirschmann

IT IS COMMON KNOWLEDGE THAT SCHOOLteachers, among the most poorly paid of American professional workers, spend hundreds of dollars of their own money each year to buy the supplies they need for their classrooms — and the situation is likely to worsen as expanding class sizes collide with shrinking education budgets. Under these conditions, “luxury” subjects such as art education are often minimized or cut altogether.

The Dixon Ticonderoga Company, whose headquarters are located nearby in Heathrow, is responding to this state of affairs by launching a national program encouraging teachers, students and parents to work together to earn free art supplies for their schools. Called Prang Power after Dixon Ticonderoga's Prang art supplies division, the program allows educators to redeem the UPC codes from Prang, Dixon, and Ticonderoga products for new supplies — for free.

Douglas R. Lenger, senior vice president of marketing for Prang Power, explains how the program works.

“Simply register with the program. Once you purchase a qualified product, clip and save the UPC code. When you submit your UPC codes, we will bank points in your Prang Power account. With these Prang Power Points you can order select products in our online catalog for free.”

Prang Power is new for the 2001-2002 school year; as of this writing, the program's online catalog had been operational for only a few days, so Lenger could not yet report on the program's popularity. However, he is optimistic based on the large number of enrollments, including ones from Central Florida schools, already received.

“The registration forms are rolling in. This tells me that schools are very interested in this sort of program, which helps them to get where they need to be with an ever-shrinking budget.”

It is not surprising that educators are interested, given that there is no limit to the amount of free supplies an organization can earn. The more codes a school banks, the more supplies it can order. Over the



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course of a year, vigorous attention to the Prang Power program has the potential to make a real contribution to the classroom.

To maximize that contribution, Lenger suggests that educators make an effort to get the community involved.

"Prang Power is designed to reach everyone who is interested in helping your school," he says. "Parents, grandparents, family, friends, businesses and organizations can all get involved."

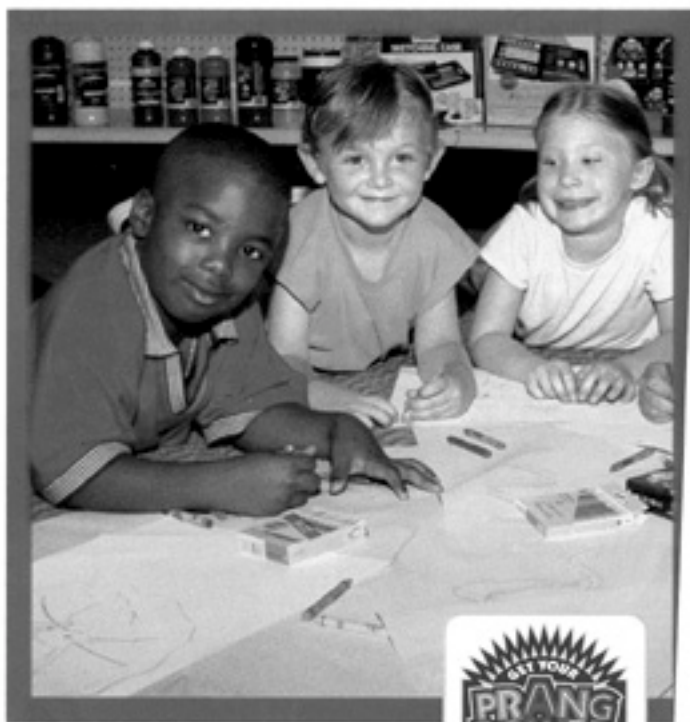
To make it easier, once enrolled in the Prang Power program, educators receive an information packet that includes posters, stickers, sample newsletter articles and other materials they can use to promote community involvement.

The packet also includes complete information about banking Prang Power Points and shopping Prang's online catalog.

Because it supports the purchase of Dixon Ticonderoga products, Prang Power might be seen as a self-promotional effort. But self-promotion is not the issue, explains Lenger. By establishing Prang Power, the Dixon Ticonderoga Company seeks to uphold its centuries-old tradition of support for the American art school curriculum.

"Our founder, Louis Prang, developed the first American art textbooks and art school curriculum. He even trained the nation's first art instructors. It is because of Louis Prang that art education became an accepted part of the American school system. We are proud of the heritage behind the brands. Prang Power is part of our continuing effort to make sure that art education thrives, and that art supplies remain accessible in classrooms across America."

*For further information on Prang Power, educators are invited to visit the program's web site ([www.prangpower.com](http://www.prangpower.com)). They may also write to Prang Power Program, 195 International Parkway, Heathrow, FL 32746, or call toll-free at (866) 632-7304.*



*To maximize the benefits of the Prang Power program, educators and community members alike should get involved.*

