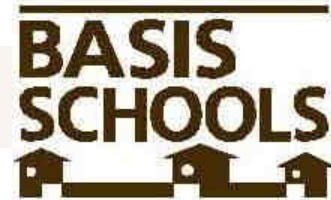


FOR IMMEDIATE RELEASE



JULY 24, 2008

## ***Newsweek's #1 High School Holds "Rookie School" in Scottsdale this week!***

Scottsdale—This year BASIS Tucson earned the #1 spot in *Newsweek's* list of America's Best High Schools! We would like to invite you to join us Thursday or Friday as BASIS continues training new teachers for its world class Tucson and Scottsdale college prep schools.

New members of the BASIS faculty are asked to attend a one-week "Rookie School" in which they gain knowledge of the "BASIS approach" to education. The tables are turned and this week the new teachers take the role of students learning about the BASIS approach to curriculum development, classroom management, and teaching methods from senior faculty members. This year these classes are being taught by our Master Teachers in English and math from BASIS Scottsdale at our campus at 11440 136<sup>th</sup> street.

We invite you to observe our teachers in the process of learning about how we do it at BASIS; learning to be effective teachers at one of America's premier college prep schools right here in Arizona.

We search far and wide for BASIS teachers using every method we can to uncover teaching talent. This year's "BASIS Rookies" come from states across the US as well as Canada, the Czech Republic, Sri Lanka, and mainland China. They comprise recent Ivy League and other elite school graduates as well as veteran teachers. Some of our "rookies" have PhDs, others just graduated with their BAs. But we don't rely on degrees and reputation alone when we recruit—all of the new teachers, before being hired, had to prove their mettle by giving a "demonstration" lesson and convincing our senior teachers they are BASIS material. We believe the new faculty we recruited for the 2008-09 school year possess incredible subject knowledge and teaching potential.

If you are able to spend a few minutes at our new teacher workshop your readers will learn first hand about our unique approach to teacher training. They will also meet some of the most interesting people in the profession. These are the talented "kids," young and old, whom others claim often bypass the teaching profession.

Sincerely,

Michael K. Block  
Co-Founder and Chairman, BASIS Schools

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