

**September 24, 2008**

**MEDIA ADVISORY**

What: Media Opportunity

Where: Emmett High School, Emmett Idaho

When: Friday, September 26, 2008 11:30am

RE: Gear Up Idaho gift presentation and demonstration

GEAR UP Idaho (Gaining Early Awareness & Readiness for Undergraduate Programs) will hold a media availability at Emmett High School, 11:30am-12:00pm on Friday, September 25, 2008. Representatives from the Emmett School District will be on hand to talk about how GEAR UP Idaho has aided them in making significant academic progress in the past year.

GEAR UP Idaho and Crucial/Lexar Media will also announce a statewide partnership benefiting all 5,400 students and over 270 teachers this year.

Credentialed media will have access to interview GEAR UP Idaho participants and administrators.