



For Immediate Release



midVenturesLAUNCH Names School Town a Top 25 Startup *Early-stage technology companies compete for \$100,000 in cash and prizes*

NORTHBROOK, IL – September 13, 2010 – Northbrook-based eLearning startup [School Town](#) was selected as one of 25 top tech startup companies in the COMPETE track of [midVenturesLAUNCH](#). The largest innovation conference in the Midwest, midVenturesLAUNCH will be held in at the UIC Forum in Chicago on September 27-28.

On September 28, School Town Regional Manager Ted Wallhaus will pitch School Town’s innovative eLearning and collaboration platform to judges and other attendees who walk the floor to learn about the 25 hottest startups.

If School Town is chosen to be in the top five, the company has the opportunity to do a three-minute pitch for judges and audience members that evening. Judges include Eric Lunt, the former CTO of Feedburner, Chuck Templeton, founder of Opentable.com, and many leading venture capital and media experts focused on new technology. The winner brings home an award worth more than \$100,000.

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About School Town

School Town’s eLearning and collaboration platform saves money for districts and connects teachers, students, and parents to improve student achievement. The flexible platform offers:

- Professional development communities for teachers to gain training anywhere, on demand
- Digital classrooms to engage students in learning outside of the physical classroom
- Home connections so parents can be involved in their child’s education

School Town teachers easily create digital classrooms to deliver any curriculum, personalize learning, and unify resources with secure Web 2.0 tools for collaboration. School Town helps educators move the needle on student achievement and build strong home-school connections. For more information call, click or email 877-755-8696, www.SchoolTown.net, or info@SchoolTown.net.

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