

## **FOR IMMEDIATE RELEASE**

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## **Teaching Website Uses Nontraditional Distribution to Reduce Waste, Pollution / Corporate Responsibility a Driving Force at TheLessonMachine.Com**

Tucson, Arizona – July 6, 2004 -- Let's face it. Traditional curriculum programs are far from Earth friendly. Unnecessary packaging bound for landfills, unused workbooks destined for the same. Even the delivery of such products depends largely on the consumption of fossil fuels. At **TheLessonMachine.Com**, things are different. The subscription based, multicultural curriculum service uses the internet to deliver not just supplemental materials and random theme activities, but full, integrated, comprehensive learning modules.

“Traditionally, packaged learning programs such as this are still produced in pen and ink,” says Myscha Theriault, the site's founder. “Not only is that bulky and obtrusive in the classroom, but requires a more traditional distribution system. We have found a better way. This product is more than Earth friendly. It's exactly what teachers need.”

The company believes it also saves teachers and schools a great deal of money, using fiscally responsible lessons and activities. For a free sample, or to subscribe now, go to <http://www.thelessonmachine.com> today. It's worth the trip.

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