



ONLINE MEDIA KIT



WORLD STRIDES[™]
DISCOVER YOUR WORLD

About WorldStrides

WorldStrides is the largest and most trusted student educational travel organization in the country committed to providing inclusive, rewarding, fun, easy, and educational travel experiences for students and teachers. Our primary goal is to provide a safe and secure travel experience. Without a focus on safety, our programs could not exist. Next, we strive to enrich lives by taking students beyond classroom walls. WorldStrides inspires each student traveler by providing a unique and experiential educational experience. Finally, our passionate and professional team of travel experts will treat you as a member of the family as we help you craft the perfect travel program. Due to our accredited status awarded by the Northwest Association of Accredited Schools (NAAS), WorldStrides is the first organization of its kind to be accredited as a travel study school. Accreditation recognizes educational institutions for performance, integrity, and quality which entitles them to the confidence of the educational community and the public. WorldStrides has provided a variety of educational travel programs to nearly four million elementary, middle, high school, and college students since its inception in 1967. Over 200,000 students each year travel with WorldStrides to destinations throughout the United States and the world.

Mission

Enriching Students' Lives through Experiential Travel

WorldStrides' Experience

Because WorldStrides is the nation's first accredited student travel organization, educators, parents, and students can trust WorldStrides to offer the finest programs available today. For more than 40 years, thousands of teachers from all 50 states and several foreign countries have traveled with WorldStrides. They did not travel alone. More than 400 travel and education specialists supported those teachers, their students, and their parents. WorldStrides works behind the scenes to ensure a safe, fun, educational, and memorable experience for each participant. We are dedicated to helping students discover history, science, the performing arts, leadership, and business in a whole new way. All of our programs utilize an integrated learning approach that focuses interactive learning and on-site discovery. WorldStrides awards free professional development to teachers and gives them the opportunity to earn graduate credit. Additionally, students have the opportunity to earn school credit through pre-program, on-site, and post-program course work. With this approach, learning goes beyond the cognitive level, creating a "real world" experience.

Our Guiding Principles

- **Education:** We will offer programs with recognized and sound educational objectives.
- **Care:** We will treat our customers, vendors, and employees with honesty, respect, and professionalism. We will provide the highest level of safety for all participants and employees through training and financial investment.
- **Excellence:** Our products and services will be the highest quality programs available. We will consistently strive to improve the experiences provided for students and teachers.
- **Integrity:** We will maintain our position as the ethical leader in the student travel field. We will provide a work environment based upon trust and respect.
- **Stability:** We will achieve financial success allowing us to reinvest in our staff, the safety of participants, and our business to ensure the long-term prosperity and security of our company.

History/Timeline

- 1964** Phil Wendel, a middle school social studies teacher from Chicago, discovered the incredible experience of traveling to Washington, D.C. with his students.
- 1967** Wendel was so encouraged by the powerful effects travel had on his students' understanding of history that he left teaching in 1967 to create **Lakeland Tours** – an educational student travel organization. Through his vision, the organization has become the leader in student travel. Since then, the organization has worked with thousands of teachers and schools from all 50 states and several foreign countries.
- 1998-2001** Lakeland Tours united five of the country's leading student travel companies: American Student Travel, Educational Field Studies, Heritage Festivals, Bowl Games of America, and Wider Horizons.
- 2001-2004** Lakeland Tours brought all of the companies together under a single name, **WorldStrides**. Classic Festivals joined WorldStrides in 2003 and the organization renewed its accreditation status in 2004.
- 2007** WorldStrides celebrated its 40th anniversary.
- 2008** Field Studies Center of New York and the Accent Group joined WorldStrides.

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Organization, Ownership, and Structure

WorldStrides is jointly owned by organization management and by the private equity affiliates of two of the country's leading financial institutions: [Charlesbank Capital Partners](#) and [Silverhawk Capital Partners](#).

The WorldStrides Team

All WorldStrides programs are led by a Program Leader from the school's community who is most often a teacher, but sometimes a principal, parent, or coach. WorldStrides understands the demands placed on teachers. Therefore, every Program Leader is assigned a personal team of travel professionals, pre-trip and on-site, who work closely with the program leader from the time they decide to travel until their group returns home safely. To support this team, WorldStrides has a staff of more than 400 people, many of them former educators, who are dedicated to making sure every aspect of our programs is a success.

Management Team

Jim Hall, Chief Executive Officer
Fred O'Connor, Executive Vice President
Jamie Gerber, Chief Financial Officer

Accreditation & Endorsements

WorldStrides is accredited by the Northwest Association of Accredited Schools (NAAS). This distinction enables WorldStrides to provide the opportunity for students to earn academic credit. In addition, WorldStrides programs comply with states' requirements for teacher professional development. As part of an ongoing process to maintain accreditation, WorldStrides evaluates current programs, assesses student learning, and develops new programs and techniques to enhance the educational offering. In 2004, WorldStrides' accreditation status was renewed.

Professional Associations and Distinguished Memberships

- United States Tour Operators Association (USTOA)
- National Tour Association (NTA)
- American Society of Travel Agents
- Student and Youth Travel Association of North America (SYTA)
- Washington, D.C. Convention and Visitors Corporation
- Airlines Reporting Commission / International Airlines Travel Agent Network
- National Association of Secondary School Principals (NASSP)
- National Association of Supervision and Curriculum Development
- National Council for the Social Studies (NCSS)
- National Science Teachers Association (NSTA)
- Northwest Association of Accredited Schools (NAAS)
- International Baccalaureate Organization (IBO)
- College Board/Advanced Placement
- National Middle School Association (NMSA)
- New Jersey Department of Education
- Illinois Department of Education
- Georgia Department of Education
- Washington Department of Education
- Michigan Department of Education

WorldStrides Headquarters & Satellite Offices

WorldStrides is headquartered in Charlottesville, VA. The organization has satellite offices in Newport Beach, CA; Houston, TX; New York, NY; Reno, NV; Salt Lake City, UT; Seattle, WA; Washington, D.C.; Bala Cynwyd, PA; and Williamsburg, VA.

Websites

For more information about WorldStrides' products and services, please visit us at one of our websites:

WorldStrides	www.worldstrides.org
Christian Discoveries	www.christiandiscoveries.org
Heritage Festivals	www.heritagefestivals.org
Bowl Games of America	www.bgaevents.org
American High School Theatre Festival	www.ahstf.org
WorldStrides International Programs	www.worldstridesabroad.org
Accent Group	www.accentgrp.com
Field Studies Center of New York	www.fscnewyork.com
American High School Honors Performance Series	www.honorsperformance.org

Products

WorldStrides designs interactive programs that enhance classroom instruction. Each travel program is a combination of curriculum, content, and fun. WorldStrides offers students a wide breadth of program options ranging from history and science to music and the performing arts. Each program is designed to stimulate critical thinking by asking students to comprehend, apply, analyze, synthesize, and evaluate new information and ideas. Classroom lessons come to life when students feel, hear, and see history, science, government, theatre, business, and the world of music up close and in person. Listed below is a snapshot of WorldStrides' product offerings (for a complete description of all WorldStrides programs, please visit www.worldstrides.org).

Discovering the **Historic East Coast**

- Discover D.C. (Washington, D.C.) – Middle and High Schools
- Discovering Our Past (Williamsburg, VA) – Elementary and Middle Schools
- Make New York Yours (New York, NY) – Middle and High Schools
- Discover Boston (Boston, MA) – Middle and High Schools
- Birth of a Nation (Philadelphia, PA) – Middle and High Schools
- George Washington Leadership Program (Washington D.C. and New York, NY) – High Schools

Discovering the **Golden State**

- We Discover California (Sacramento, San Diego, and San Francisco, CA) – Elementary Schools
- Our Westward Adventure (Sacramento, San Diego, and San Francisco, CA) – Elementary Schools

Enriching Students' Lives through **Science**

- Science in Motion (Orlando, FL) – Middle Schools
- Splash into Science (Florida Keys and Everglades) – Middle Schools
- Habitat: H₂O (Florida Gulf Coast) – Middle Schools
- Dive In: Life in the Field (Florida Keys, Gulf Coast, and Everglades) – High Schools
- Costa Rica: Eco-Adventures and Coastal Conservation (Costa Rica) – Middle and High Schools

Discovering America through **Music**

- Heritage Festivals (more than 100 festivals throughout the world each year) – Middle and High Schools
- Elite Performance Series (musical ensembles perform in prestigious venues in Los Angeles, Chicago, and New York City, including Carnegie Hall) - Advanced High School Student Musicians
- Bowl Games of America (music performances at college football classics and holiday parades) – Middle and High Schools
- Bowl Games of America Performance (cheer and dance performances at college bowl games) – Middle and High Schools
- American High School Honors Performance Series (New York, New York) – High Schools

Focus on **Europe** (High Schools)

- Focus on Rome
- A Taste of Italy (Rome and Florence)
- Ruins, Renaissance, and Revolution (Rome, Florence, and Paris)
- Focus on London
- London Theatre: All the World's a Stage
- London to Edinburgh: A Tale of Two Cities
- Across the Channel (London and Paris)
- Focus on France (Paris)
- Ageless Arts (Paris and Rome)
- Focus on Spain (Madrid and Barcelona)

Field Studies Center of **New York** (Middle and High Schools)

- Students take a career-centered look at their futures with programs focused on theatre, music, dance, art, business, and marketing. They are given the opportunity to interact directly with professionals in the field.
 - Backstage on Broadway
 - Music in New York
 - Dance in New York
 - Art in New York
 - Fashion Marketing
 - Sports Marketing
 - Finance and Marketing

Christian **Discoveries**

- Programs are specifically designed for Christian schools and each program has a Christian focus – Experience the Historic East Coast (Washington, D.C., Williamsburg, VA, Charlottesville, VA, Gettysburg, PA, Philadelphia, PA, and New York, NY)

Business Programs- **Accent Group** (Graduate and Undergraduate Business Schools)

- Students experience a global perspective of business by visiting and studying in developed and emerging economies.

Special **Events**

In addition to its educational and performance programs, WorldStrides coordinates travel and activities for the following organizations:

- American High School Theatre Festival (AHSTF) – Edinburgh, Scotland
- Boy Scouts of America Jamboree/Philmont – Fort A.P. Hill, VA
- Center for Civics Education/ We the People – Washington, D.C.
- Students Against Destructive Decisions (SADD) – National Conference (location varies)

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Testimonials

"For those to whom learning is important and valued there is no better choice. I feel my daughter got more out of her WorldStrides program than any learning within the classroom setting. What a gift to give, the enhancement of education! I can think of nothing more important or better for students and their future."

Cori, Parent, Oregon

The Accent Group executed the flights, visas, meal and hotel planning for my very ambitious World Financial Markets program in 2008 and 2009 to London, Dubai and Hong Kong. This world-spanning course relied heavily on strong logistics strength in each market to support my rigorous meeting schedule in each city. In our years working together I've been impressed by the Accent team's ability to handle everything from complex visa issues to meeting specific meal requests, and to listen to my requests to create positive solution-oriented changes to continue to improve the student experience."

Jeffrey E. Garten, Professor, Yale University

"I feel that this trip is something that I'll remember for the rest of my life. The amount of memories I obtained from spending that one week in Paris are infinite...I gained a taste of life somewhere else and a sense of independence. The trip is something that has affected my life and will forever be with me."

Kristel, Student, California

"What this science program to Florida offers the children I cannot even touch in the classroom or on a day field trip."

Jennifer, Teacher, Missouri

"Our experience at the Sugar Bowl was wonderful. Everyone associated with BGA Performance gave 110% to make sure that performers, coaches, and parents had a great time while we were there. The memories my dancers were able to take from this event will last a lifetime! They are already asking if we can participate in a BGA Performance event next year!"

Sherri, Dance Coach, Ohio

"The locations are safe and secure, the adjudication is excellent, and the awards are first class and bring all of our students a sense of pride and accomplishment. Heritage Festivals fills all of our needs."

Kerry, Director, Florida

"The Florida Keys trip was something that I will never forget. WorldStrides was so helpful, and it seemed as though all they cared about was our safety and making sure that we were having the best time of our lives. And we did have the time of our lives! I didn't ever want to leave. Next year I will be going on the D.C. trip and I can't wait! Thank you, WorldStrides, for being so awesome and making my class and I feel safe."

Paige, Student, Florida

"Thank you for giving my students a tremendous experience. Your organization does a wonderful job of giving students the opportunity to see our nation's capital and understand what has made this country great. The light, pride, and happiness they showed while seeing some of the sites, and of the other groups traveling with your organization, gives me hope for our nation's future. Once again, thank you. I will be seeing you in the future."

Sam, Teacher, California

"For 26 years, I brought students from my school to Washington, D.C., with WorldStrides. What kept me coming back? The answer could be seen on the faces and in the eyes of students when they saw the sights of Washington."

Gary, Former Teacher, California

"In the classroom, my students always ask me, 'Why do I need to know this?' After our trip with WorldStrides, they don't ask that question. They understand the 'why' and are hungry to learn more. As a teacher, that is the ultimate reward."

Tom, Teacher, New Mexico

"WorldStrides seems to have thought of everything. It comes from years of experience. Security, planning, and the total experience- all was very well done! Thank you."

Heather, Teacher, California