



Ballard & Tighe Encourages Discussion About English Language Instruction; Joins Facebook and LinkedIn; Launches Blog

LOS ANGELES, Calif. – September 1, 2009 –The rapid-fire conversation about English language instruction is diverse and far-reaching so Ballard & Tighe, Publishers (www.ballard-tighe.com) today announced the launch of social networking sites to encourage the discourse.

Ballard & Tighe has set up a blog as well as a corporate presence on Facebook and LinkedIn so that educators and administrators can join the conversation about pedagogy, policy, and progress with English learners. The Ballard & Tighe blog is a diverse collection of commentary and reference materials, and it includes links to informative articles and other blogs that can inspire fresh dialog about English language learners.

“As we build our social media presence, these sites will allow educators to get to know us better while we focus on providing valuable content,” said Mark Espinola, CEO of Ballard & Tighe. “We have over 33 years of experience in this industry and access to thousands of teachers who live and breathe this topic. We hope to give educators serving English language learners a distinctive voice and a source to find information.”

LinkedIn profile: Ballard & Tighe

Facebook profile: Ballard & Tighe

Blog: <http://www.ballardtighe.blogspot.com/>

About Ballard & Tighe

Ballard & Tighe, Publishers (www.ballard-tighe.com) has focused on developing products for English language learners since 1976. Ballard & Tighe provides testing, instructional, and training products and services to more than 3,500 state, regional, and local school districts throughout the United States and internationally. Ballard & Tighe produces assessment products, English language development instructional materials, professional development programs, and a series of unique social studies programs designed especially for English language learners.

###

Contacts for the Media

Jennifer Harrison for Ballard & Tighe, 916-716-0636, jennifer@jharrisonpr.com

Traci Barnett, Ballard & Tighe, 800-321-4332 x301, tbarnett@ballard-tighe.com