



K12 Inc. Partners with Association of Zoos and Aquariums to Increase Awareness on Conservation Efforts

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Families and Animal Lovers Alike are Encouraged to Enter the Rhythm of Conservation Sweepstakes

HERNDON, Va., April 17, 2012 /PRNewswire via COMTEX/ --Visiting a zoo or aquarium is a great way for people to learn about wildlife and participate in important conservation efforts. That's why K12, America's leader in online learning for students in grades K-12, is teaming up with the Association of Zoos and Aquariums (AZA) on a special Earth Day education initiative called Rhythm of Conservation.

The campaign is designed to help educate kids and families about conservation issues surrounding the preservation of wildlife and their related habitats. By visiting www.rhythmofconservation.com, families can learn about a different animal each day and enter the K12 Rhythm of Conservation Sweepstakes for a chance to win a four-day, three-night family vacation to Disney's Animal Kingdom, among other cool prizes, such as a NOOK Tablet(TM), zoo and aquarium memberships and more.

"K12 is committed to helping the youngest among us become increasingly aware of their environment and learn how they can play a part in conservation efforts," says Houston Tucker, director of strategic marketing partnerships and sponsorship, at K12 Inc. "We are excited to be supporting such a worthy cause and partner to help connect everyday people with the planet's amazing and diverse wildlife."

How to Enter the K12 Rhythm of Conservation Sweepstakes

To enter the sweepstakes online, participants can visit the official Rhythm of Conservation Sweepstakes [website](#). On the site, visitors also may browse interactive educational activities and lessons about conservation. Participants are encouraged to celebrate their own conservation efforts publicly by sharing stories and photos on the page.

Families who visit a participating zoo or aquarium during the AZA's Party for the Planet(TM) events - the largest combined Earth Day celebration in North America, on Earth Day, April 22nd, and throughout the month of April, will find a special code -- giving each sweepstakes participant 12 additional chances to win, on Rhythm Of Conservation Sweepstakes posters found throughout the venues.

"AZA's alliance with K12 will inspire zoo visitors to take a more active role in wildlife conservation efforts in their communities," said Jill Nicoll, AZA senior vice president for marketing and corporate strategies. "K12's expertise as a leading education company makes this a natural partnership."

To see the sweepstakes rules, please visit <http://rhythmofconservation.com/rules/>. For more information about the K12 Rhythm of Conservation Program, visit <https://www.facebook.com/K12RhythmofConservation>. To find a Party for the Planet(TM) nearest you, please visit <http://www.aza.org/party-for-the-planet>.

About K12 Inc.

K12 Inc. (NYSE: LRN), a technology-based education company, is the nation's largest provider of proprietary curriculum and online education programs for students in kindergarten through high school. Using 21st century tools to prepare 21st century students, K12 provides a new choice for students to learn in a flexible and innovative way, at an individualized pace. K12 provides curriculums and academic services to public and private online schools and districts, traditional classrooms, blended school programs, and directly to families. K12 is accredited through AdvancED, the world's largest education community. Additional information on K12 can be found at www.K12.com.

About Association of Zoos and Aquariums

Founded in 1924, the Association of Zoos and Aquariums (AZA) is a nonprofit organization dedicated to the advancement of zoos and aquariums in the areas of conservation, education, science, and recreation. Look for the AZA logo whenever you visit a zoo or aquarium as your assurance that you are supporting an institution dedicated to providing excellent care for animals, a great experience for you, and a better future for all living things. AZA is a leader in global wildlife conservation, and your link to helping animals in their native habitats. For more information, please visit www.aza.org.

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