

# Media Alert



## **Media Contact:**

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## **Gale Previews Gale In Context: For Educators at ALA Annual & ISTE Conferences**

**FARMINGTON HILLS, Mich. – June 20, 2019**

**What:** Gale, a Cengage company, will be previewing [Gale In Context: For Educators](#), a new product and addition to our [Gale In Context suite](#). This new resource makes it easy for educators to curate classroom curriculum with content sourced from their *Gale In Context* student databases that is aligned to state and national standards and complemented by exclusive plans to guide lessons, activities and projects. A specialized toolset allows educators to organize, customize and personalize resources independently, share with colleagues or work collaboratively to build engaging classroom materials for a rich learning environment. ALA Annual and ISTE attendees will get a sneak preview of this new innovative technology that will be available this Fall.

**Why:** Gale puts learners first and believes that supporting student success means empowering educators. [Gale In Context: For Educators](#) is a unique product in the market, leveraging the expansive, media-rich digital learning resources of the *Gale In Context* suite with the technology, tools and instructional support educators need to use those resources to supplement their classroom curriculum.

**When:** **ALA Annual:** June 21-24, 2019  
**ISTE Conference:** June 23-26, 2019

**Where:** ALA Annual Conference, Booth #805, Walter E. Washington Convention Center, Washington D.C.  
ISTE Conference, Booth #2216, Pennsylvania Convention Center, Philadelphia, PA

**NOTE TO REPORTERS:** If you would like to schedule a one-on-one meeting with Gale at either of these conferences or by phone, please reach out to: Kayla Siefker, 248-915-9624, [kayla.siefker@cengage.com](mailto:kayla.siefker@cengage.com).

### **About Cengage and Gale**

Cengage is the education and technology company built for learners. The company serves the higher education, K-12, professional, library and workforce training markets worldwide. Gale, a Cengage company, provides libraries with original and curated content, as well as the modern research tools and technology that are crucial in connecting libraries to learning, and learners to libraries. For more than 60 years, Gale has partnered with libraries around the world to empower the discovery of knowledge and insights – where, when and how people need it. Gale has 500 employees globally with its main operations in Farmington Hills, Michigan. For more information, please visit [www.gale.com](http://www.gale.com).

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