

# Promethean Helps School Host Premiere Of Diary Of A Wimpy Kid



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Promethean, a global leader in interactive education technology solutions, presented Riverside elementary School in Fairfax County, Virginia with an ActivClassroom after the school emerged triumphant over 5,000 other schools competing in a nationwide contest to mark the gala premiere of the motion picture Diary of a Wimpy Kid.

Riverside submitted an impressive proposal to convert its auditorium/gymnasium into a movie theater, and promised that its students would generate Hollywood-style excitement for the unveiling of the long-awaited film based on the first of Jeff Kinney's best-selling books. The prize consisted of an ActivClassroom including an ActivBoard[interactive whiteboard](#), a set of 32 ActivExpressions, ActivSlate and ActivSound and the opportunity to hold the gala premiere of the film.

The premiere event was held in conjunction with the National Education Association's (NEA) "Read Across America" program, which focuses on motivating children and teens to read through events, partnerships, and reading resources; the NEA has designated March as National Reading Month. NEA also sponsored the contest, along with 20th Century Fox, School Library Journal, and publisher Harry N. Abrams Inc.

The Riverside Elementary safety patrol had special "security" duties on the red carpet. Also providing key assistance was WRES-TV, where some Riverside pupils – and budding news anchors – served as part of the morning news team.

From its origins as a series of online cartoons, [Diary of a Wimpy Kid](#) exploded onto the pop culture scene when Jeff Kinney's first "novel in cartoons" was published in 2007. Diary of a Wimpy Kid spent almost three years on The New York Times' children's best-seller list, and was translated into 33

languages. The book captured the imaginations of an army of formerly "reluctant readers," and launched countless video reviews, social networking fan groups, and parties celebrating the release of each new Wimpy Kid book.

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**About the NEA**

Since 1857, the National Education Association (NEA) has crusaded for the rights of educators and children. The NEA's mission is to advocate for education professionals and to unite its members and the nation to fulfill the promise of public education to prepare every student to succeed in a diverse and interdependent world.

**About School Library Journal**

School Library Journal, is the leading print magazine, and now SLJ.com, serving librarians who work with young people in schools and public libraries. The two resources give librarians up-to date information needed to integrate libraries into the school curriculum, become leaders in the areas of technology, reading, and information literacy, and create high-quality collections for children and young adults

**About Promethean**

Promethean's aim is to unlock the potential of human achievement in education and training at all ages around the world. It does so by creating, developing, supplying and supporting leading edge, interactive learning technology like the interactive whiteboard -[IWB](#) along with [Interactive whiteboard tools](#) and by encouraging the growth of the world's largest online teacher community in this field. In these ways, Promethean is helping bring to life the promise of 21st century learning, improving engagement and results for learners and teachers alike.

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