



NEWS RELEASE

Cisco Canada Launches I CAN Learn Curriculum for 101,000 Students

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STEM Program to Inspire Students Through TORONTO 2015 Pan Am/Parapan Am Games
TORONTO, ON -- (Marketwired) -- 02/03/15 -- Cisco (NASDAQ: CSCO) -- As Premier Partner and Official Information and Communications Technology Provider of the Toronto 2015 Pan Am/Parapan Am Games, Cisco Canada today announced that over 1,100 teachers, representing 101,000 elementary school students from across Ontario and Canada, are now able to access a unique new resource -- Cisco® [I CAN Learn](#): Discover Math and Science Through Sport -- to bring a fresh approach to learning Science, Technology, Engineering and Math (STEM) concepts into their classrooms.

Built on the legacy of Cisco's London 2012 Olympic Games educational program "Out of the Blocks," I CAN Learn is a free, dynamic classroom program that utilizes athletes, experts, technology and the TORONTO 2015 Pan Am/Parapan Am Games to bring to life a curriculum that teaches STEM concepts through sport. Aimed at grade seven students and aligned to Ontario curriculum, the program is designed to get students excited about math and science and expose them to careers in the field of STEM.

Teachers will have access to an array of resources that will enable their students to benefit from engaging directly with the experts that are tasked with bringing the Games to life, from architects and engineers to sports medicine experts, and the inspiring athletes that are striving to achieve their highest potential. Students will also get a behind-the-scenes look at what goes into creating one of the world's largest international multi-sport games and explore, through video, the important role math and science play in sport and sport performance; all while developing a key set of skills that are crucial to addressing Canada's significant skills gap in the field of STEM.

Facts and Highlights:

- Cisco has a strong heritage of driving STEM education globally. I CAN Learn embodies Cisco's continued commitment to providing students with mentoring in STEM and empowering them with the knowledge and skills they need to be future leaders in the field.

- In addition to I CAN Learn, Cisco has launched I CAN Develop, a program that will provide over 300 [Networking Academy](#) students with the opportunity to work alongside Cisco Engineers and TO2015 Venue Technology Managers to build, test and deliver the technology for the Games.
- Teachers can sign up to participate in the I CAN Learn program by visiting www.ciscoicanlearn.ca
- I CAN Learn program elements include:
 - **Ontario curriculum** correlated student resources, for grade seven students, and teacher resources that offer real-world lessons linking science and math to the TORONTO 2015 Games
 - **Videos** - building on the concepts learned in the student resources, these videos will break down the explosive, high-energy, high-impact aspects of sport and sport performance and explain the math and science behind the action.
 - **Virtual field trips** - connecting students, through in-classroom live virtual events via Cisco WebEx[®] Enabled TelePresence[™], to the athletes, venues and experts behind the Games, bringing to life concepts outlined in the curriculum.
 - The first virtual field trip will be held on Feb. 11, 2015, at 9:30 a.m. EST and will provide students with a backstage pass to the [Canadian Sport Institute Ontario](#), where we will explore how technology is used by wheelchair athletes in training and what goes into the construction of sport wheelchairs. Sign up at www.ciscoicanlearn.ca.
- I CAN Learn student and teacher resources are available in English and French. Student resources are available in English in hard copy in Ontario. English resources for schools outside of Ontario and French resources are available for download at www.Ciscoicanlearn.ca.
- Teachers registered for the I CAN Learn program are eligible to win four tickets to the Opening Ceremony of the Games, taking place July 10th (see contest rules and regulations at www.ciscoicanlearn.ca).
- I CAN Learn is made possible through the generous support provided by Pearson Canada Inc. and Scena Media, and their expertise in delivering enhanced learning experiences in the classroom.
- The Pan Am/Parapan Am Games are the world's third-largest international multi-sport games; involving some 10,000 athletes and officials, over 20,000 volunteers and an expected 1 million visitors.
- Cisco is a Premier Partner and the Official Information and Communications Technology Provider of the TORONTO 2015 Pan Am/Parapan Am Games. Cisco will build an end-to-end network infrastructure for the Games, including wireless, network security, collaboration, video, TelePresence[™], and unified compute and cloud services, and will offer customized Cisco[®] Connected Stadium Wi-Fi and StadiumVision[™] solutions to fully engage fans in experiencing the Games.

Supporting Quotes:

Willa Black, vice president, corporate affairs, Cisco Canada

"We believe that the TORONTO 2015 Pan Am/Parapan Am Games represents the best of Canada -- our spirit, our resourcefulness and of course our exceptional athletes. It also offers a unique opportunity to grab students' attention with a new twist on the study and application of Science, Technology, Engineering and Math, one that we hope is exciting and relatable and challenges students to recognize the role of STEM in everyday life."

Saad Rafi, chief executive officer, TORONTO 2015 Pan Am/Parapan Am Games Organizing Committee

"TO2015 is proud to work with Cisco to use the power of sport as an education tool to inspire children and open them up to the possibilities that exist within the science, technology and mathematics fields. I hope the fun of learning will also spark an interest in the Games, and that we'll see lots of young people enjoying a unique chance this summer to see the very best athletes competing live."

About Cisco

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