

GOVERNOR KAINE ANNOUNCES PARTNERSHIP TO IMPROVE CITIZEN ACCESS TO GED® CONTENT

~ GED® ON DEMAND allows at-home access for test preparation ~

RICHMOND – Governor Timothy M. Kaine today announced a partnership between the Commonwealth of Virginia, Comcast Cable, and Cox Communications that will make it easier and more convenient for Virginians to prepare for General Educational Development (GED)® Tests.

“GED® ON DEMAND provides convenience and flexibility for adults who want to increase their income potential by earning a GED®,” said Governor Kaine. “With GED® ON DEMAND, adult learners can view instructional videos at home that will help them prepare for the GED® at times that fit their busy schedules.”

The Virginia Department of Education worked with Comcast Cable and Cox Communications to develop the GED® ON DEMAND initiative, which integrates GED®-preparation videos into the “ON DEMAND” programming that each company offers free to its digital cable customers.

“We are thrilled to partner with the Virginia Department of Education on this unique and historic endeavor,” said Janet Barnard, vice president and region manager for Cox Northern Virginia. “Our digital cable customers who wish to pursue their General Educational Development certificate now have a new avenue for doing so, through our ON DEMAND service.”

The most common obstacles to receiving instruction that adult learners cite are transportation to and from classes, lack of availability or inability to pay for child care, and scheduling problems. The GED® ON DEMAND initiative will help adult learners overcome all three of these obstacles by offering quality GED® preparation at times that fit their schedules, in the convenience of their own homes, and alleviating the needs for transportation and child care.

“This partnership aligns perfectly with our mission of enabling education through the use of technology,” said Curt Pendleton, regional senior vice president for Comcast’s Potomac Region. “Comcast is proud to support this important program, which provides essential learning tools to individuals furthering their education. Our signature 'Get Local' Video ON DEMAND offering provides a platform for programming that speaks to the unique interests and needs of the communities we serve.”

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