



StrongMind Launches with New Secondary Digital Curriculum

Formerly FlipSwitch, Company Aims to Redefine Online Learning with Coursework that Goes Beyond Rigor and Alignment to Engage and Empower the Next Generation

CHANDLER, Ariz., October 24, 2016 – [StrongMind](#) announced today that it is rebranding from FlipSwitch and unveiling its award-winning, 6-12th grade digital curriculum for schools that want to offer a high-caliber online education for their students. The company will commemorate its launch at the iNACOL Blended and Online Learning Symposium in San Antonio, Texas October 25-28.

“Many companies get into the space in order to make money, which results in subpar curricula that isn’t designed for or with today’s online learner in mind,” said StrongMind Founder and CEO Damian Creamer. “We started as a school and got into the space with the purpose of making the best curriculum possible for our own students to ensure they get a rigorous, relevant and enjoyable education. Simply put, student success is our bottom line.”

StrongMind Digital Curriculum is being developed especially for the 20,000+ students at [Primavera Online High School](#), Arizona’s largest high school and one of the most successful online high schools in the country. In addition to building a pedagogically sound, research-based curriculum, the company invests tremendous time and resources in creating relevant content, interactive formats and immersive elements. StrongMind is passionate about pushing the boundaries in mediums such as video, games, formative assessments and teacher-led lessons to engage students for deeper learning and retention.

StrongMind will host booth #446 at the [iNACOL Blended Online Learning Symposium](#) where attendees can explore its digital curriculum and Learning Management System (LMS). On Wednesday October 26 at 2:30 p.m. Primavera Online High School will present a workshop on innovative learning with technology. On Friday, October 28 at 10:00 a.m. StrongMind will host a marketing workshop to help online and blended schools learn how to better reach their target audience.

About StrongMind

StrongMind is redefining online learning with a rigorous, aligned and award-winning 6-12th grade digital curriculum delivered through a state-of-the-art online classroom/Learning Management System (LMS). Its curriculum engages students with relevant content delivered through interactive formats and immersive mediums that resonate with today’s digital native learners. StrongMind is ideal for schools whose top priority is providing a superior online education for students who need a flexible schedule, who are credit deficient or who want to accelerate their education. This year StrongMind curriculum has received five Regional Emmy® Awards, an SIIA CODiE Award, five Telly Awards and a Serious Play Competition Award. To learn more visit www.StrongMind.com.

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