



**SHAKESPEARE SQUARED'S LATEST PROJECT  
CONTRIBUTES TO CLIENT'S RECENT NATIONAL RECOGNITION**  
**George's Secret Key to the Universe Named to "Today Show's Book Club for Kids**

**GLENVIEW, IL** (December 11, 2007) – **Shakespeare Squared**, the Glenview, Illinois, based development company that writes, edits and designs materials for educational and trade publishers, is proud to announce that one of its clients, Simon & Schuster Children's Publishing, was recently featured on NBC's "The Today Show." Al Roker picked Simon & Schuster's George's Secret Key to the Universe for his Book Club for Kids for the month of December 2007.

George's Secret Key to the Universe, co-authored by preeminent physicist Stephen W. Hawking and his daughter Lucy, explains complex scientific theories of the universe to a young audience through a child's wildly fun adventure. Professor Hawking worked with his daughter, a novelist, to create a science novel for children that not only is entertaining and educational, but also could be utilized in the classroom. To make the latter happen, Simon & Schuster collaborated with **Shakespeare Squared** to create an interactive and creative supplemental product.

**Shakespeare Squared** developed a comprehensive downloadable curriculum guide for the middle-grade novel. The editorial team at **Shakespeare Squared** wrote the guide for Simon and Schuster so educators can incorporate George's Secret Key to the Universe into their lessons. The guide includes pre-reading activities, vocabulary terms, discussion questions, experiments, and research projects.

"Shakespeare Squared is honored to have Simon & Schuster as a client. We are thrilled that Simon & Schuster chose us to contribute to Lucy and Stephen Hawking's important work. George's Secret Key to the Universe will pique children's interest and performance in science in U.S. classrooms," said **Shakespeare Squared President** Kim Kleeman.

**About Shakespeare Squared**

Founded in 2003 by former teacher Kleeman, Shakespeare Squared specializes in PreK-12 educational materials and customizes teams of staff editors and freelancers from its network of more than 400 educators and professionals with extensive education experience. The company delivers excellence to publishers by engineering innovative product development through proven editorial and production expertise. For more information about Shakespeare Squared, visit [www.ShakespeareSquared.com](http://www.ShakespeareSquared.com).

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