



# TeachAde.com welcomes education visionary Dr. Martin Fletcher as Chief Creative Officer

*Educational entrepreneur Dr. Fletcher will add his insight and experience as a psychologist, educational gaming business owner and passionate education writer to TeachAde core team*

March 28, 2011 – MIAMI, Fla. – [TeachAde.com](http://TeachAde.com), an award-winning online community and resource center for educators, is excited to announce the addition of Dr. Martin Fletcher to the core team as Chief Creative Officer.

“Dr. Fletcher’s in-depth knowledge, education background and social media savvy are the perfect package for us and we are excited to welcome him to the team as our new Chief Creative Officer,” said Michael Pearce, CEO of TeachAde.com. “Our goals of supporting educators are in perfect alignment. Dr. Fletcher’s talents and dedication will help us to reach more educators and community members and share TeachAde’s message and assistance.”

Dr. Fletcher has a Bachelors degree from the University of Michigan, in addition to a psychology degree and the leader of an advanced research project about learning and cognitive science. His goals of learning how to help others enjoy learning and think better as well as help struggling learners led to his developing a clinical practice as well as the [SkateKids](#) program. The activities in Skatekids are research-based and clinically proven, combining literacy and cognitive development techniques with the latest advancements in gaming.

Dr. Fletcher also is the author of a popular blog, [Dr. Marty’s Blog](#), and Twitter account at @DrMarty01, in which he shares his personal insights about education, family, and more, as well as sharing interviews with leaders in the education community.

“I believe that learning has a look to it,” said Dr. Fletcher. “It is a wide-eyed, lean-forward, captivating event. It is all about emotion, excitement, and immersion. I look forward to working with the TeachAde.com team as we provide unique and groundbreaking support for educators and students nationwide.”

## About TeachAde

Teachade.com is the first website designed specifically for educators that takes the best parts of social media, then turns them upside down in order to provide a place where educators are connected to free resources that meet their specific interests and needs. By using Teachade’s unique tools for educators and large database of free resources, educators can build a better classroom, discover new resources, collaborate with like-minded educators and benefit from the collective knowledge of thousands of active users from all over the world. Organizations such as NEA Member Benefits, Adopt-A-Classroom and Disney have combined forces with TeachAde in pursuit of the same goal – to improve our nation’s education system by giving our educators the support they so desperately need. Investor funding for TeachAde.com has been provided by Robert Potamkin, Chairman of Potamkin Companies. For more information please visit [www.teachade.com](http://www.teachade.com) or contact [dmena@teachade.com](mailto:dmena@teachade.com).