



## **NEWS ALERT**

### **SXSW EDU® ANNOUNCES NEW KEYNOTE – U.S. SECRETARY OF EDUCATION MIGUEL CARDONA AND A STARTING POINT’S DANA BROWN IN CONVERSATION**

**Pencils of Promise CEO Kailee Scales and the Ghana Country Director Freeman Gobah  
Join the Featured Session Lineup**

**February 10, 2022, Austin, TEXAS** – South by Southwest EDU® is thrilled to announce that **U.S. Education Secretary Miguel Cardona** and A Starting Point’s Chief Content Officer, **Dana Brown** will join SXSW EDU 2022 for their Keynote Session, **Reimagining Education with Students at the Center**. The pandemic created a massive upheaval on our education system—from the shift to remote learning to mental health challenges many students face. **Dana Brown** and **Secretary Cardona** will discuss how to put student voices at the center of our recovery and ensure their experiences inform how we build an even stronger education system than before. The keynote will discuss how we can create education systems that meet the needs of today’s students.

Additionally, the Featured Session **Global Access to Education: Knowledge Is a Human Right** joins the lineup, with Pencils of Promise CEO **Kailee Scales** and the Ghana Country Director **Freeman Gobah**. This important discussion will delve into their mission and commitment to help those in under-resourced communities, along with ways to take action in transforming the global education landscape.

To browse the full lineup of programming, please go to [schedule.sxswedu.com](https://schedule.sxswedu.com).

#### **Press Credentials:**

To register, please go to [sxswedu.com/press](https://sxswedu.com/press)

#### **About SXSW EDU:**

The SXSW EDU® Conference & Festival is a reflection of the world’s most critical social issues as seen through the lens of education. This year’s event will bring together the learner, the practitioner, the entrepreneur, and the visionary to share their groundbreaking stories, tackle complex issues, and build reimagined paths forward. As a community of diverse people who are united around a like-minded vision for the future, SXSW EDU serves as a place for attendees to renew their purpose in practice from both a personal and professional perspective. It is a place to reinforce the core principles of teaching and learning as well as an opportunity to express

your creativity and passion for education. SXSW EDU is a component of the South by Southwest® family of conferences and festivals that has grown from 800 to over 8,000 registrants in the last decade. Join the passionate and innovative community at SXSW EDU, March 7-10, 2022.

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