

9 October 2008

By: Filip Truta, Apple News Editor



Field Trip to the Apple Store banner  
Apple

## **'Field Trip to the Apple Store' Opened for US, Canada Students**

*Teachers can request up to three date options for a total of 25 students*

Apple has set up a program for K-12 students residing in the U.S. and Canada. The "Field Trip to the Apple Store" allows [teachers](#) to take students to an [Apple Retail Store](#), where they are provided with all the necessary equipment to bring their ideas to life in what promises to be "an unforgettable learning experience."

"Take your students on a Field Trip to an Apple Store for an unforgettable learning experience," says Apple. "On their Field Trip, students can create something amazing right on the spot. Or they can bring in a project they've already created and turn our store into a theater, sharing their achievements with parents, teachers, and friends. No matter which option you choose, everyone will have a great time," the Cupertino Mac maker says on the newly-set-up website.

According to Apple, students taking part in the Field Trip will be able to use Macs to create photo albums in iPhoto, edit videos in iMovie, build their own websites in iWeb, and even make Keynote presentations, or merge a few drum loops and notes in GarageBand. Students already having put some ideas down using a Mac or PC at home or at school can bring their work on the Field Trip to share with the others, "and get the recognition they deserve for their talented work."

To achieve this, Apple promises to provide all the hardware and software students need, while its own Trainers and Specialists will attend "classes" to provide their "expert, on-the-spot advice." In usual Apple manner, every participating student gets a free T-Shirt, while parents agreeing to take their kids on the Field Trip will receive personalized invitations.

Field Trips are open to K-12 students in the U.S. and Canada. Each event can accommodate up to 25 students. An educator can request up to three date options, after which a Specialist will contact them within 48 hours to confirm the details of an event. A Field Trip lasts one hour, but educators can schedule more time, if they need to. Field Trips last from September 22 to November 21.

To schedule such an event, teachers must make sure they name a School Champion who can gather and present the school's content, help distribute invitations to the event, and act as the key contact for the Apple Retail Store hosting their Field Trip. In return, Apple will offer the School Champion a complimentary one-year One to One membership. More on the Field Trip to the Apple Store [here](#).