



THE DISCOVER AMERICA PROGRAM

Discover America is an exciting community relations program, which was developed to support schools in the local community. The program, designed to bring geography and history to life in the classroom for fourth- and fifth- grade students, has proven to be an excellent goodwill community program.

Students receive firsthand accounts of a driver's trips and use the information to be better able to relate to the textbook curriculum. Teachers, meanwhile, have an opportunity to develop a fresh approach to daily lessons, based on the Discover America program.

Although the program was initially presented to enhance students' awareness and understanding of geography, it also helps to develop mathematical skills, strengthen creative writing abilities, build career awareness and teach students about safety precautions.

HOW IT WORKS

Discover America enables fourth- and fifth-grade students to meet a United van operator and tour his van. Personifying the character of "Driver Dave", the driver promises to correspond with the students as he travels across the country. Each month, over "Driver Dave's" signature, students receive thought-provoking letters, postcards, souvenirs and other information that highlight the geographical features of the area and historically significant events. Students discuss the information as part of their geography lesson and trace the driver's route on a map provided by United.

Discover America begins in September when your local United agency sends a driver and another representative to visit the class. After greeting and outlining the program, the driver (known to the class as "Driver Dave") and the other agency representative will talk to the students about driving a truck, traveling across the country, and safety near roadways.

Driver Dave's classroom visit:

Dave will describe the job responsibilities of a van operator and the level of training and experience necessary to perform the job.

He will involve the class by asking them about their own moving experiences.

The kids will take a tour of the tractor and trailer and learn the features including overall size and weight; fuel tank capacity; trailer size in cubic feet and its relation to the average family's furniture; and the accommodations of the cab.

Dave will demonstrate packing and wrapping techniques on a chair, desk, or even, with permission, a student.

The class will discuss safety issues pertaining to students when they walk or ride their bicycles.

Driver Dave will provide details about how he will keep in touch with the students throughout the year.



CORRESPONDENCE FROM “DRIVER DAVE”

Beginning in October, each classroom receives mailings that contain:

- Letters describing sights along the route and in the destination city. “Driver Dave” encourages students to solve mathematical problems based on mileage, fuel usage and travel time.
- Pictorial guidebooks, postcards and other souvenirs that highlight the various cities.
- Four times during the year “Driver Dave” sends a “mystery” postcard from an undisclosed location. Through clues he provides, he challenges the student to determine his whereabouts.

PROGRAM BENEFITS

- Creates an awareness of United States geography
- Provides relevant geographical and historical information in a unique, captivating manner
- Assists in developing mathematical skills
- Helps foster creative writing skills
- Demonstrates the importance of education as it relates to a career
- Promotes safety awareness

HOW TO ENROLL IN DISCOVER AMERICA

Your local United agent will provide this program to you free of charge. The agency is responsible for enrolling classes with United’s Home Office. All that is needed from your school is the number of fourth- and fifth- grade classrooms that will be participating, the approximate number of students who will be in those classes, the teachers’ names and the principal’s signature on the enrollment form.

The enrollment period lasts through the beginning of September.

It is recommended that you and the United agency agree on a date when “Driver Dave” and another representative from the agency will visit the class to launch the program and tour the moving van. This visit should take place by then end of September.

Find out how Discover America can bring meaningful experience and exciting adventures into your classroom. Enroll today!

THE DISCOVER AMERICA ROUTE

During the school year, “Driver Dave’s” journeys will take the students to the following locations:

October: Chicago, IL/St. Louis, MO

November: Boston, MA/New York, NY

December: Portland, OR

January: Denver, CO

February: Washington, DC

March: Santa Fe, NM

April: Charleston, SC

May: San Francisco, CA

