

Online Media Kit

WorldStrides Press Contact

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Corporate Profile

WORLDSTRIDES

WorldStrides is the largest and most trusted student educational travel company in the country. WorldStrides has provided a variety of educational travel programs to more than two million elementary, middle, and high school students since its inception in 1967. Each year, 250,000 students travel with WorldStrides to destinations throughout the United States and the world.

MISSION

The WorldStrides mission is "Enriching Students' Lives" by extending education into the worldwide classroom and providing the best opportunity for learning through seeing, experiencing, and interacting.

HISTORY

WorldStrides was established through the merger of six of the country's leading student travel companies: Lakeland Tours, American Student Travel, Educational Field Studies, Heritage Education & Festivals, Bowl Games of America and Wider Horizons. Lakeland Tours, the platform company around which WorldStrides was created, was founded by Phil Wendel, a junior high school teacher from Illinois, in 1967 to address the void in student educational travel. Since then the company has worked with thousands of teachers and schools from all 50 states and several foreign countries.

PRODUCTS

At WorldStrides, student educational travel programs are the products. WorldStrides offers students a wide breadth of program options ranging from history and science to music and the performing arts.

ACCREDITATION & ENDORSEMENTS

WorldStrides is currently the only accredited student education travel company in the country. Many of our programs are accredited by the Northwest Association of Schools and Colleges (NASC) and the Commission on International and Transregional Accreditation (CITA). WorldStrides programs are endorsed by the California School Boards Association (CSBA).

PROFESSIONAL ASSOCIATIONS AND DISTINGUISHED MEMBERSHIPS

- United States Tour Operators Association (USTOA)
- Student and Youth Travel Association of North America (SYTA)
- National Tour Association (NTA)
- American Society of Travel Agents
- Washington, D.C. Convention and Visitors Corporation
- National Association of Elementary School Principals (NAESP)
- National Association of Secondary School Principals (NASSP)
- National Council for the Social Studies (NCSS)

- National Science Teachers Association (NSTA)
- National Association for Music Education (MENC)

COMPANY HEADQUARTERS & SATELLITE OFFICES

The company is headquartered in Charlottesville, Virginia, and has satellite offices in Incline Village, Nevada, Washington, D.C., Orlando, Houston, Salt Lake City, New York City and Williamsburg.

WEB SITE

For more information about WorldStrides products and services, please visit us at www.worldstrides.com.

Products At-A-Glance

PRODUCTS

At WorldStrides' student educational travel programs are the products. WorldStrides offers students a wide breadth of program options ranging from history and science to music and the performing arts. Classroom lessons come to life when students feel, hear, and see American history, government, theater, and the world of music up close and in person. Listed below is a snapshot of WorldStrides product offerings:

DISCOVERING THE HISTORIC EAST COAST

- Explore D.C. (Washington, D.C.)
- Discovering Our Past (Williamsburg, VA)
- Make New York Yours (New York, NY)
- Discover Boston (Boston, MA)
- The Birthplace of a Nation (Philadelphia, PA)
- Discover the Civil War (Richmond, VA & Gettysburg, VA)

DISCOVERING THE GOLDEN STATE

- We Discover California (Sacramento, CA & San Francisco, CA)
- Our Westward Adventure (Sacramento, CA & San Francisco, CA)

DISCOVERING AMERICA THROUGH MUSIC

- Heritage Music Festivals (91 throughout the country each year)
- Bowl Games of America
- Discovering America Through Music
- Educational Performing Tours

ENRICHING STUDENTS 'LIVES THROUGH SCIENCE

- EcoQuest (Orlando, FL)
- StarQuest (Orlando, FL)
- Our Living Earth (Hawaii)
- Swim With The Dolphins (Orlando, FL)
- Lunch with an Astronaut (Orlando, FL)

CHRISTIAN DISCOVERIES

- Experience the Historic East Coast (Washington, D.C.)

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Company History

MERGERS & ACQUISITIONS

WorldStrides was established through the merger of six of the country's leading student travel companies. These six companies are: Lakeland Tours (Charlottesville, VA), American Student Travel (Houston, TX), Educational Field Studies, (Incline Village, NV), Heritage Education & Festivals (Salt Lake City, UT), Bowl Games of America (Salt Lake City, UT) and Wider Horizons (Orlando, FL).

Lakeland Tours

In 1967, Phil Wendel created Lakeland Tours to address the void in student educational travel. Through the 70's and 80's, consumers responded and the company rapidly expanded. By 1990, Lakeland had more than 100 full-time employees and was working with schools from all 50 states and several foreign countries. In 1998, to ensure the financial resources needed to pursue an aggressive acquisition strategy, Lakeland partnered with First Union Capital Partners.

American Student Travel (AST)

Lakeland's first acquisition, AST, helped the company to rapidly expand its customer base in the Southwest and on the West Coast. This acquisition also brought in the number two player in the market for educational trips to Washington, D.C. and the number one player in trips to New York City. By acquiring AST, Lakeland clearly established itself as the dominant company in domestic educational student travel.

Educational Field Studies (EFS)

EFS was founded in 1969 by Larry Lusvardi who also saw a void in student educational travel. His mission was to offer thematic programs based on state and national curriculum standards. In this pursuit, EFS became the only company in the country offering accredited travel programs. By acquiring EFS, Lakeland gained access to accredited programs and significantly diversified its product offerings.

Heritage Education and Festivals

The acquisition of EFS led to the pursuit of Heritage Education and Festivals and subsequently the Bowl Games of America (BGA) By combining the performing arts programs from EFS, Heritage, and BGA, Lakeland established itself as the clear industry leader in performance tours.

Wider Horizons

In June 2000, Lakeland acquired Wider Horizons, founded by Lyman Carter, to extend the company's leadership position in the field of educational programs for science. At the time, Wider Horizons was second to EFS in educational science-focused travel programs.

NEW COMPANY NAME

Effective January 2001, Lakeland brought all of its acquired companies together under a single brand, WorldStrides. The company's new tagline became "DISCOVER YOUR WORLD" which incorporated the concepts of learning through discovery and traveling the world.

OWNERSHIP

WorldStrides is jointly owned by company management and by the private equity affiliates of two of the country's leading financial institutions; First Union Capital Partners and Bank America Capital Investors.