



For Immediate Release

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CEV Multimedia Partners With Elanco on Animal Science Lessons and Certification

Global animal health company lends expertise to help students master fundamentals of animal science, earn industry-backed certification

LUBBOCK, Texas (Oct. 27, 2015) – With an increasing focus on Career and Technical Education (CTE) programs, industry collaborations are vital opportunities that offer insight into the training students need to be better prepared for their academic coursework and future career paths. To further expand students’ opportunities, [CEV Multimedia](#) is partnering with Elanco to offer the Elanco Fundamentals of Animal Science Certification. Elanco becomes the latest industry leader to join CEV Multimedia’s roster of distinguished partners offering certifications that support CTE programs.

Endorsed by Elanco and delivered through [iCEV](#), the certification covers important topics related to animal health and food safety. Nearly 20 Lessons are included in the online curriculum, including Basic Animal Science, Basic Livestock Nutrition, Common Animal Diseases, Livestock Management Practices and Animal ID Systems, among many others.

“Animal science is a far-reaching industry with countless practical applications and career opportunities,” said Jeff Lansdell, president of CEV Multimedia. “Working with a worldwide leader like Elanco enables us to provide students with unparalleled animal science information and resources.”

Through iCEV, middle and high school students enhance their career training with certifications from industry partners like Elanco. Students earn the certifications by completing regular coursework through a series of pre-built, online CTE lessons.

“This initiative is in keeping with Elanco’s mission to enrich lives and enhance animal health through sound science, innovation and education,” said Todd Armstrong, Beef Business Director for Elanco. “This certification will equip the next generation of animal science professionals with the foundational knowledge they need to advance in the industry.”

In addition to the Elanco Fundamental Animal Science Certification, CEV Multimedia offers a host of other certifications:

- Bayer CropScience Plant Science Certification
- Benz School of Floral Design Principles of Floral Design Certification
- Southwest Airlines Professional Communications Certification

MORE

- American Meat Science Association Meat Evaluation Certification
- National Collegiate Livestock Coaches Association Principles of Livestock Selection & Evaluation Certification

To learn more about CEV Multimedia's industry certification program, visit www.icevonline.com/7-12-education/industry-certifications/.

About CEV Multimedia

With 30 years of experience, CEV specializes in providing quality Career & Technical Education (CTE) curriculum and education resources for several major subject areas: Agricultural Science and Technology, Family & Consumer Sciences, Business Education, Marketing Education, Trade and Industrial Education and Career Exploration. CEV received the U.S Chamber of Commerce's Blue Ribbon Small Business Award in 2012 and has been honored numerous times for its excellence in content creation and exemplary business practices. In 2012, CEV introduced iCEV, an online platform revolutionizing the way CEV produces and delivers educational content. iCEV is the most comprehensive online resource for CTE educators and students. With iCEV's learning-on-demand capabilities, video clips stream instantly to any device with Internet capabilities. Through iCEV, students can earn industry-backed certifications across multiple areas of CTE that prepare them for college and beyond. For more information, visit www.icevonline.com.

About Elanco

Elanco provides comprehensive products and knowledge services to improve animal health and food-animal production in more than 70 countries around the world. We value innovation, both in scientific research and daily operations, and strive to cultivate a collaborative work environment for nearly 7,000 employees worldwide. Together with our customers, we are committed to raising awareness about global food security, and celebrating and supporting the human-animal bond. Founded in 1954, Elanco is a division of Eli Lilly and Company. Our worldwide headquarters and research facilities are located in Greenfield, Indiana. Visit us at www.Elanco.com.

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