



**For Immediate Release**

**Contact:**

Clayton Franklin

806-470-8611 • [clayton.franklin@cevmultimedia.com](mailto:clayton.franklin@cevmultimedia.com)

Aaron Krish

608-216-7300 • [aaron@cblohm.com](mailto:aaron@cblohm.com)

**CEV Multimedia and Elanco Launch Veterinary Medical Certification and Lessons**

*Leading animal health company endorses veterinary medical applications certification for CTE students*

**LUBBOCK, Texas** (Jan. 21, 2016) – As science continues to shape the world we live in today, the need for educational resources and high-demand skills is essential to provide a foundational knowledge for students to succeed. To enhance the next generation of animal health professionals, CEV Multimedia announces the launch of the Elanco Veterinary Medical Applications Certification, further expanding student learning opportunities and experiences in Career and Technical Education (CTE) programs. The certification is the second certification endorsed by Elanco and delivered through [iCEV](#), an online platform that produces and delivers comprehensive education content.

Featuring demonstrations and materials from practicing veterinarians working with both small and large animals, the certification addresses major topics related to veterinary science and medical applications. More than 20 lessons are available via the online curriculum, including Veterinary Medical Terms & Terminology, Animals & Society, Veterinary Laws & Ethics, Common Veterinary Medical Equipment, Veterinary Medical Practices, various animal anatomy lessons and much more.

“We’re pleased to continue our partnership with Elanco by providing a new certification addressing practical applications for a career in the medical and veterinary science field” said Jeff Lansdell, president of CEV Multimedia. “With unparalleled veterinary industry leaders and resources, we’re equipping students with the foundational knowledge and skill set they need to succeed in the industry.”

Industry collaborations serve as vital opportunities that offer insight into the training and knowledge students need for both their academic coursework and career path. Through iCEV, middle and high school students receive career training with certifications from industry partners like Elanco. Students earn certifications by completing regular coursework through pre-built, online CTE lessons.

“By developing this new certification we continue to share our vision to improve the health and wellness of animals,” said Brad Williams D.V.M., Beef Technical Consultant for Elanco. “Pursuing a veterinary track provides valuable experience for students who are passionate

MORE

about transforming animal health and maintaining the well-being of our food supply and pets.”

In addition to the Elanco Veterinary Medical Applications certifications, CEV Multimedia offers a host of other certifications supported or endorsed by industry leaders supporting CTE programs including:

- Elanco Fundamentals of Animal Science Certification
- Bayer CropScience Plant Science Certification
- Benz School of Floral Design Principles of Floral Design Certification
- Southwest Airlines Professional Communications Certification
- 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/](http://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](http://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 its customers, Elanco is 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](http://www.Elanco.com).

###