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FOR IMMEDIATE RELEASE

Adobe Supports Education Community and Gen Create: Offers Free K-12 At-Home Access to Creative Cloud Customers and Resources for Schools, Teachers and Students

SAN JOSE, Calif. — Aug. 27, 2020 — As an unprecedented back-to-school season rolls out across the United States, Adobe (Nasdaq:ADBE) today announced expanded support and resources for students, educators and the broader education community.

Adobe is offering Creative Cloud application access at no additional charge to all students and teachers from August 24, 2020 through January 31, 2021 for current U.S. K-12 volume license customers. New U.S. K-12 Creative Cloud customers can also take advantage of these cost-savings by purchasing a volume license for their school or district, giving access (including at-home) to all students and teachers at no additional charge. More information on this offer can be found [here](#).

Education around the world has been synonymous with the classroom, but our new reality of distance and online learning has fundamentally changed the way institutions operate, how educators teach and how students learn, and ultimately, how student success is measured and achieved.

Adobe has been partnering with educators and education leaders for decades and is committed to helping foster positive student outcomes amidst this changing landscape. This latest offer builds on a series of education initiatives put in place throughout this year.

- For higher education and 2020 college graduates, Adobe is granting free access to [Adobe Portfolio](#) for one year to help them demonstrate their creative skills, which are essential differentiators in today's fast evolving job landscape.
- For parents and educators (K-12 and higher education), Adobe's [Distance Learning Hub](#) provides practical teaching and learning resources. This includes unique curricula such as [Khan + Create](#), a creative lesson plan on the [Adobe Education Exchange](#) developed in partnership with the Khan Academy.
- The newly launched [Adobe Creative Educator](#) program also connects educators around the world and helps them learn how to foster critical skills like creativity in remote learning environments.

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- Additional resources for educators and parents can be found on [AdobeForEducation.com](https://adobe.com/education), including industry-leading research on [creative problem solving](#) and the [creative skills gap](#) in today's workforce.

Despite the uncertainties ahead, today's students are more resilient than ever. Adobe's Education group recently [surveyed](#) more than 1,000 U.S. high school students about their sentiments and plans for the future. Survey findings show their commitment to learning beyond the classroom and using creative problem solving to pursue a brighter future.

- 90% are still likely to attend a four-year college or university; although nearly one-third are likely to consider a gap year beforehand.
- 57% believe that what they learn outside of school is more important than what they learn in school—a 30% increase since [2016](#).
- The majority (85%) of students are optimistic about their futures, despite a 17% increase in fears or worries compared to 2016 responses.
- 18% more high school students identified having a dream job they're working towards than in 2016.

To further empower young people to express themselves creatively, Adobe recently launched [Generation Create](#) (Gen Create), including a resource hub where young creators can find exciting opportunities, sharpen creative skills and unleash their full creative potential to change the world.

About Adobe

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