

PRESS RELEASE

For immediate release

Interactive Math Game Nominated for Canadian New Media Award

Place les assiettes among the top three finalists for the Canadian New Media Award – Excellence in Children’s Media.

Gatineau, April 19, 2007 – It is with great pride that Idéeclic has received news of its nomination by the Canadian New Media Awards for the French-language math game *Place les assiettes*. Developed for TFO, this interactive math game has been nominated under the category of Excellence for Children’s Media. The second of four games available in the *Café des MATHadores*, *Place les assiettes* contains captivating illustrations and fun animation.

After being greeted by the Café waitress, elementary school students learn to understand Venn diagrams by placing plates on the dinner table. Children and adults alike will enjoy trying out different options and seeing the waitress’ reaction! Depending on the moves you make, she will either congratulate or encourage you to try again. The variety of plate colours and patterns is impressive and adds to the quality of the illustrations.

The *Café des MATHadores* will present a total of four different educational math activities. The first three games (*Partage des biscuits*, *Place les assiettes* and *Finis les décorations*) are already entertaining many elementary school students and introducing them to mathematics. Division, Venn diagrams and logical sequences are all on the menu! Encouraged by the café’s chef and waitress, children will soon be able to choose the correct coins to buy snacks for their new friends Catherine and Jérémie. Videos created by TFO are integrated into each game to facilitate the comprehension of mathematical rules.

The *Café des MATHadores* is the result of a second collaboration between Idéeclic and TFO. Following the success of *Flash Math*, both teams reunited to work together again on the creation of these new interactive math games. Evidently, this collaboration has been very fruitful!

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