

## Press Release

For immediate release

### **National Media Education Week : Idéeclic presents an interactive game to the students of Laurier Carrière Elementary School**

Gatineau, November 2006 – As part of the National Media Education Week, Idéeclic has been invited to present the game “Privacy Playground: The first adventure of the three CyberPigs” at Laurier Carrière Catholic Elementary School.

Using colourful characters, an entertaining scenario and engaging interactivity, this game is an effective way to capture children’s attention, and teach kids how to spot online marketing scams, protect their personal information and avoid online predators. In fact, the high quality of the design and the game’s creativity were awarded a prize from the Creative Summit Award in 2006.

Engaged in the community, Idéeclic is participating in the National Media Education Week. Youth from 4<sup>th</sup> to 6<sup>th</sup> grades at the Laurier Carrière School will host Idéeclic’s visit November the 23<sup>rd</sup>. During this presentation, kids will meet the creators of Lil, Mo and Les, the superb characters which invite them to have amusing and educational adventures in cyberspace. They will also discuss the processes behind the design and creation of the game.

This online interactive game is an initiative from the Media Awareness Network, a non-profit Canadian organisation, whose mandate is to promote media and Internet education. The network offers a variety of online resources for adults and kids, to induce critical thinking skills about Media, the Internet and related issues.

For more information about the Media Awareness Network or to play the game visit: [http://www.media-awareness.ca/english/games/privacy\\_playground/](http://www.media-awareness.ca/english/games/privacy_playground/)

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#### **Pour information :**

Alain Massé  
President & CEO  
819-777-8810  
[am@ideeclic.ca](mailto:am@ideeclic.ca)