

## **Words Rock! iAward '06 finalist - Education and Training category**

**Another EdAlive educational software program receives recognition from the wider community with the literacy program -Words Rock! - being selected as a finalist for the 2006 AIIA iAwards.**

2006 has seen a record number of nominations for the prestigious AIIA iAwards with only the 3 highest scoring entries in each category selected as finalists. EdAlive's *Words Rock!* was entered into the Education and Training category and has just been announced as one of that group's 3 contenders.

EdAlive's innovative approach to creating software designed to appeal to not only teachers and parents, but also kids, has led to the well-received literacy program - *Words Rock!*. <http://www.edalive.com/word/wr/index.php> "Words Rock! is a program we are proud of and we are thrilled to receive recognition for it," says Graham East, EdAlive's managing director. "Strong literacy skills are important for much more than simple reading and writing techniques. If a child develops self-assurance in this area, that will translate into confidence in daily life."

This educational game transforms the usual concepts of EITHER computer software that aids learning OR compelling and exciting gameplay, by combining these into one program that the whole family can play together, no matter what age or ability. As the latest program to come from EdAlive, *Words Rock!* joins a well-respected collection of educational software that has garnered much praise and recognition.

<http://www.edalive.com/reviews/awards.php>

### **About EdAlive**

EdAlive is a team of teachers, parents and professionals dedicated to making computer-based educational software and resources that motivate kids to learn. EdAlive's mission is to give every child in every school and home access to exciting, content-rich, low-cost educational software that will increase their chances of success in core learning areas. For more information on all EdAlive titles, including a free download of a *Words Rock!* demo, visit [www.edalive.com](http://www.edalive.com).

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### **(Extra AIIA info., use if needed)**

#### **Media Release from AIIA**

<http://www.aiia.com.au/i-cms.isp?page=1203>

#### **What is the AIIA?**

The AIIA is the Australian Information Industry Association, which, for 25 years, has been the top organisation in Australia representing the Information and Communications Technology industry. It was created to connect Australian ICT companies with networks and resources to further Australian business and economic development.

<http://www.aiia.com.au/i-cms.isp?page=13>

#### **What are the iAwards?**

The iAwards are a partnership between AIIA, The Australian Financial Review and CSIRO ICT Centre to honour and recognise Australian ICT companies for outstanding and innovative contributions to the information and communications arena.

"The iAwards recognises the entrepreneurial spirit of the Australian ICT industry. As Australia's peak body representing the ICT industry, AIIA is committed to showcasing innovative Australian-developed ICT and to providing local developers with exposure through the premier ICT awards program in Australia," says AIIA's Chief Executive Officer, Rob Durie.

<http://www.aiia.com.au/i-cms.isp?page=996>