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## Philadelphia Companies Teach the World

e-Learning for Kids™ and ProtonMedia™ Announce a New e-Learning Course to Teach Kids about Books

PHILADELPHIA--(BUSINESS WIRE)--Two Philadelphia-based companies, e-Learning for Kids and ProtonMedia, proudly announce the immediate availability of a new free Language Arts course for children entitled, "About Printed Books." The course, which features colorful illustrations, novel animation, and interactive activities, teaches four- to five-year olds what a printed book is, how to use one, and all about its construction. The course helps children discover key concepts such as the front and back covers, how to read words from left to right and top to bottom, and how words combine to make sentences. "About Printed Books" is available worldwide through the Internet at the e-Learning for Kids website, [www.e-learningforkids.org](http://www.e-learningforkids.org).

e-Learning for Kids is a global, non-profit foundation dedicated to fun and free learning on the Internet for children ages 5 - 12. Established in late 2004, its vision is to be the source for childhood learning on the Internet – available from anywhere and without charge. The Foundation is rolling out best-in-class, free courseware in Math, Science, Reading and Keyboarding and is building a community for parents and educators to share innovations and insights in childhood education. The e-Learning for Kids courses are developed in "levels." Beginning at level five (which is roughly the equivalent to a five-year-old in the United States), courses are developed up to level twelve. Currently, courses are being designed for each level in the areas of Language Arts, Mathematics, Science, Computers and Health and Life Skills.

When Ron Burns, president of ProtonMedia, learned of the foundation's need for a course on printed books, he immediately volunteered to create it for the foundation. He assembled a team of animators, programmers, instructional designers, writers, and puppeteers to create a course that would set a new standard. By all accounts he was successful. The development team examined the current state-of-the-art in learning games and decided to create a story-based game with a sock puppet named Tyler as the main character. Of course, to teach children about books the team needed a book to use in the game and so, in the spirit of childhood education, they also created an age-appropriate interactive storybook entitled, "Where Watermelons Grow." Reviews of the course have been extremely positive and the children testers love the sock puppet host, Tyler.

ProtonMedia's relationship with e-Learning for Kids began in 2005 when Ron Burns was introduced to the organization at a training industry conference. Since then, ProtonMedia has donated its time and expertise in corporate e-learning to create educational courses for e-Learning for Kids.

### Contacts

#### ProtonMedia

Erika Liodice  
Sr. Account Executive  
+1-215-692-3151

[erika.liodice@protonmedia.com](mailto:erika.liodice@protonmedia.com)

or

#### e-Learning for Kids

Vicki Cerda  
Director of Communications  
+1-888-399-3138

[vcerda@e-learningforkids.org](mailto:vcerda@e-learningforkids.org)