

For immediate release

Avallain, e-Learning for Kids and Other Partners Contribute to Google's "The Literacy Project"

Free Content and Tools Available Online in Honor of UNESCO World Book Day

April 23, 2008 (Ardmore, PA, USA) – In honor of World Book Day, Avallain and its partners at e-Learning for Kids and Teshkeel have put together tools and materials from their individual projects and products that can be useful for learning reading and writing.

The three organizations are contributing to many aspects of Basic Skills Education and Literacy, in many different ways.

Among the material and tools offered to the community is the Avallain Comicmaker, an interactive system for creating comics – or more generally “picture stories” – a method very much favored by literacy trainers around the world. Originally developed for the OLPC (aka \$100 laptop), the Comicmaker enables children to create their own story using given elements like figures and background images, and adding their own written texts in speech bubbles – including the indispensable “ZAK!” and “BOOM!”.

The professional cartoon characters from Teshkeel and background photos contributed by the community round out an open source product that allows for the complete re-use and even publication of the user's creations thanks to its generous “copyleft” license.

Several units from the over 80+ free basic skills courses offered at e-learningforkids.org, presented in both Spanish and English on the Google site, cover topics ranging from Math to English as a foreign language for kids aged 5-12. Among the many other free courses in the Language Arts curriculum, children learn how to put words together, how to match similar and opposite words and all about books in a library. The foundation also provides free courses in Science, Computer, and Life and Health Skills. More than 60 new titles in Spanish, French and Portuguese will be ready by early summer.

Teshkeel contributes entire comic books from its acclaimed superhero comic “The 99” for download, in English and Arabic. The now famous series is a successful and highly important approach to offering positive and inspiring role models anchored in Middle Eastern and Islamic culture to a worldwide audience, on a premium quality and entertainment level.

“World Book Day celebrates the power of change and development emerging from the access to information and the spread of ideas through the written word. As e-learning developers and educationalists, we believe that the internet can contribute to this ideal by making information widely available and bringing people together to enable learning – and thus unlock human potential”, says Ursula Suter, Managing Director of Avallain.

A notion that is shared by Google: "The worlds of technology, literature and learning have a responsibility to play whatever part they can in helping to alleviate the problem of illiteracy. We're very excited to be involved in this project and help provide a platform through which literacy and reading promotion organizations can connect and share best practices and tools," says Jessica Powell, founder of The Literacy Project, Google.

About "The Literacy Project":

"The Literacy Project" is Google's contribution to Frankfurt Book Fair's Literacy initiative "LitCam", in cooperation with the UNESCO Institute for Lifelong Learning. Avallain acts as sponsor and partner of LitCam. "The Literacy Project" highlights information and statistics about literacy, features e-learning tools, links to classic children's books and scholarly articles — users can find books, videos, articles, blogs, and groups about literacy, as well as share all of their own ideas and projects. An updated Literacy Map allows organizations to join "The Literacy Project" and input their project and contact information so that others can get in touch, and much more.

For more information about the project go to: www.google.com/literacy

About Avallain

With a passion for education, innovation and the potential of the internet, Avallain offers high quality services and products for the most demanding challenges in e-learning. Avallain develops award-winning e-learning solutions for public and private clients with one simple goal: to create choice and unlock human potential.

Avallain services include the design and implementation of complex e-learning-systems, as well as the development and provision of tools and software to create, maintain and publish interactive content and learning material. Avallain also offers customized solutions for the hosting of e-learning-systems, and provides organizations and institutions with consultancy and expertise. Contact: Ralf Kellershohn, rkellershohn@avallain.com, +49 172 123123123.

Find out more at: www.avallain.com

About LitCam

Together with the UNESCO Institute for Lifelong Learning, the German Association for Literacy and Basic Education and Avallain, and with support from Google, Frankfurt Book Fair launched the "Frankfurt Book Fair Literacy Campaign" (LitCam) to promote public awareness for the global challenge of literacy, support cooperation and networking of international organizations and feature projects and innovative approaches in the field of literacy.

For more information go to: www.litcam.org

About e-Learning for Kids

e-Learning for Kids is a global non-profit organization that is dedicated to opening doors to education worldwide. Established in 2004, e-Learning for Kids is dedicated to fun and free learning on the Internet (or via CD ROM) for children aged 5-12 with its courses in math, science, reading, computers, life and health skills. A volunteer staff consists of education and e-Learning experts and business professionals from around the world committed to making a difference. Contact: Vicki Cerda, vcerda@e-learningforkids.org, +1 888 399 3138.

For more information go to: www.e-learningforkids.org

About Teshkeel Media Group

Teshkeel Media Group, KSC is one of the Middle East's leading developers of comic books, magazines, and other forms of children's entertainment. Based in Kuwait, and with offices in New York and Cairo, the company's mission is to fill a significant void in positive, high-quality children's content in the region, including in print and electronic media, film, and television. In addition to working with global publishers like DC, Marvel, and Archie Comics, Teshkeel also develops its own original character properties, including [THE 99](#), an award-winning original superhero property based on Islamic culture and history, which debuted in June 2006.

Find out more at: www.teshkeel.com