



Press Information

26th June 1997

Brøderbund Software and Living Books Win Top Awards for Children's Learning

"These awards recognise Brøderbund's commitment to learning and dedication to providing parents and teachers with the very best software to help further the education of children."
Pilar Cloud: General Manager Brøderbund Software Europe

Brøderbund Europe's educational titles have won ALL three education award categories - Best Children's Product, Best Home Learning Product and Best Education Product - at the recent British Interactive Multimedia Association (BIMA) Awards. The BIMA Awards are held every year and recognise and reward the best software in a number of different categories.

- Winner of the Best Children's product - **Orly's Draw A Story**
- Winner of the Best Home Learning Product - **Green Eggs and Ham**
- Winner of the Best Education Product - **Maths Workshop: School Edition**

Winner of the Best Children's Product:

Orly's Draw A Story - Introduces children aged 5 to 11 to her beautiful island home of Jamaica. Orly helps children learn to express themselves creatively through story illustration, drawing and writing while also learning about a different culture. As Orly tells a story, she invites the player to create a picture using paint cans, backgrounds and music. As the story unfolds the child's illustration appears animated into the adventure.

Winner of the Best Home Learning Product:

Green Eggs & Ham - Living Books' unique brand of humour, actively engages users by encouraging exploration of the story and developing phonetic skills and word recognition. Children's computer skills are enhanced by *Green Eggs and Ham's* easy to use design.

Winner of the Best Education Product:

Maths Workshop: School Edition - Created in collaboration with TAG the Maths Workshop School Edition offer classroom support to help teachers maximise the learning benefits of a wide range of Brøderbund software. Maths Workshop not only addresses the current need to focus on maths skills, it also provides a range of dynamic, exciting activities, worksheets and project ideas to involve the most reluctant child and stretch the most able. The Teachers Guide also provides a selection of lesson plans and teacher's notes designed to help establish connections that stimulate children's appreciation of maths, making it relevant to their lives and helping them to discover that maths goes beyond numerical operation.



About Brøderbund School Editions

Working with TAG, the School Editions have been designed for the 4-11 age group to help enable teachers to realise the full potential of Brøderbund's dynamic software in the classroom. Teacher guides provide new motivating classroom materials and include curriculum-linked activities to add value to the children's autonomous use of the programs. The materials have been specifically developed to meet the needs of the UK curriculum with activities and suggestions for the primary age range. School Editions currently available include:

- *Kid Pix Studio*
- *Maths Workshop*
- *The Logical Journey of the Zoombinis.*
- *Just Grandma & Me*
- *Where in the World is Carmen Sandiego?*
- *Carmen Sandiego - Junior Detective*
- *The Tortoise & the Hare*
- *Sheila Rae the Brave*

More School Editions will be available this autumn, including:

- *Harry and the Haunted House*
- *Arthur's Birthday*
- *ClickArt 40,000 Image Pak*
- *Little Monster at School*
- *Printshop Deluxe*

About Brøderbund

Brøderbund Software, Inc. develops, publishes and markets a diversified line of consumer software for use in homes, schools and small businesses. Since its founding in 1980, Brøderbund has pioneered innovative award-winning products that take advantage of the latest technologies. Brøderbund has a successful track record of identifying and capitalizing on emerging trends through its studio development approach. Brøderbund Software Europe was established in early 1995 and is based in Egham, Surrey. Brøderbund Europe is dedicated to growing the European home computer markets by providing localised versions of its award-winning titles.

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Brøderbund School Editions

Worldwide, Brøderbund titles have consistently set the standard for educational software. With the increasing focus on supporting the use of software in the classroom, Brøderbund have anglicised eight of their key titles and worked in collaboration with TAG Developments Ltd to produce Teacher's Guides for these titles. The Guides, designed specifically for the 4 - 11 age range, provide invaluable suggestions about classroom management, computer usage as well as activities for a variety of topics across a wide range of subject areas. They are available with or without CDs and provide invaluable technical tips and curriculum guidance, as well as project ideas and ready made worksheets, to maximise the full potential of Brøderbund's dynamic software.

The Living Books Series with their easy to use interface and dynamic interactivity, provide a stimulating introduction to multimedia in information technology for even the youngest children. The first three in a series of Living Books Teacher's Guides are available. These include a comprehensive collection of cross curricular materials. There are differentiated materials and worksheets, hints and tips for teachers and structures which provide opportunities for individual as well as co-operative group work in reading, writing, drama, maths, science, art, music and technology.

"The Teacher's Guides significantly enhance what is already great software. They give a teacher or pupil insight into what the CD-ROM encompasses, gives them pertinent activities to start with or use away from the computer. They extend and differentiate the use of the CD-ROM with creative classroom activities that pupils enjoy using".

Andy Lambert - Haringey LEA General Inspector (Information Technology), Member of NACCE, Ofsted Primary & Secondary Inspector, Author of books and articles in IT National Publications.

"The Brøderbund Teacher's Guides are what we have all been waiting for. Practical, well written and rooted in the classroom, they enable teachers to support children in an enjoyable learning experience with computers and make connections between what they have learned and the wider curriculum. A welcome initiative which will further the development of the use of computers in schools'.

Nicola Jones - Education Consultant, Teacher Trainer and Freelance Journalist.

Available for both Macintosh and Windows

Schools Editions Resource Packs with two CD ROM
Teacher's Guide without CDs
Additional CDs for that title

Edu. RP

£49.95
£24.95
£14.95

For additional information contact the TAG Education team on Freephone **0800 591262**