



FOR IMMEDIATE RELEASE

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Geographic (Il)lteracy “WordTeasers” Can Help

MANHATTAN BEACH, CA – February 13, 2011 – True or false: Fewer than half of young men and women ages 18-24 in the United States can locate Israel on a world map.

Sadly—if not shockingly—the answer is True. In fact, only 25% of the respondents in a 2006 Geographic Literacy study prepared for the National Geographic Education Foundation could correctly identify this parliamentary republic—the only Jewish-majority state in the world.

But it gets worse. A total of 54% do not know that Sudan is in Africa (20% think it’s in Asia), while 75% of of young men and women do not know that a majority of Indonesia’s population is Muslim (which makes it the largest Muslim country in the world).

“Taken together,” the Report concludes, “these results suggest that young people in the United States...are unprepared for an increasing global future.”

Enter WordTeasers: World Geography—a clever game that introduces players to fascinating facts and information about countries and cultures around the world in a fun multiple choice format.

The impetus for WordTeasers: World Geography was the 2006 Geographic Literacy Study. “When we read this report,” says Susan Flora, co-founder of the educational game company, “we were totally dismayed at some of the findings. We figured there had to be something we could do to help teachers and parents help their kids understand more about the world around them.”

The goal of WordTeasers: World Geography is simply to spark interest in other countries and cultures with interesting facts and trivia. Questions are grouped under clever headings, such as “Just Deserts” (that’s deserts, not desserts), which asks questions about deserts around the world.

Under a heading called “A Stone’s Throw,” one WordTeasers: World Geography challenge card asks:

No matter where you are in this city, you are only a stone’s throw from Asia or Europe. That’s because it’s the only city in the world that lies across two continents. Is it:

- (a) Nairobi, Kenya
- (b) Istanbul, Turkey
- (c) Mexico City, Mexico

“We tell parents to simply put the game box on the dinner table or kitchen counter and draw out a few cards each night.

(cont.)

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The questions (and their answers) are great conversation starters and a way to introduce kids to the world around them,” Flora says.

Other products in the WordTeasers product line include **WordTeasers: SAT Vocabulary** (for high school students studying for the SAT or ACT), **WordTeasers: Junior** (vocabulary for upper elementary grades), **WordTeasers: Funny Sayings** (conversation starters using idiomatic expressions), and **WordTeasers: American Heroes & Legends** (a deck of conversation starters based on quotes from famous Americans).

Each game comes in a colorful box that is compact and easily portable for family car trips or vacations. “The games also make great teacher gifts or stocking stuffers for the holidays,” Flora says.

The suggested retail price of each WordTeasers game is \$14.95. The games are available online at Uncommon Goods (<http://www.uncommongoods.com>) or at toy stores, stationery stores, and teacher supply stores throughout the country.

For more information or to request a jpg or a review copy of any of the WordTeasers products, call 1-888-967-3877.

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