

FOR IMMEDIATE RELEASE

Digitec Interactive and The Council for Economic Education, a Winning Combination

Orlando, FL-January 29, 2016- Digitec Interactive – a learning design and technology company headquartered in Orlando and the Council for Economic Education (CEE) a leading non-profit in the United States that focuses on the economic and financial education recently won a Gold *Pixie Award* for the *Gen i Revolution* (www.genirevolution.org) mobile learning game. The online game, which can be played on computers or mobile devices, gives students the chance to learn important personal finance skills as they play and compete against fellow classmates. The game is designed for middle and high school students.

The game is free for students and teachers and includes sixteen missions. Players complete each mission by joining teams, where they earn points by exploring virtual environments, finding clues and solving puzzles related to economics and personal finance. When players complete a mission, they earn a spot on the leaderboard and a higher rank in the game.

The Pixie Awards is sponsored by the American Pixel Academy, honoring the highly innovative people who create “pixel magic,” with outstanding work in motion graphics, effects and animation.

Digitec Interactive has been on the forefront of learning games and gamification since 2002. “It’s an honor to win this award,” said company president Jack McGrath. “We believe gamification has the potential to inspire learners to master subject matter that might otherwise be boring or difficult to understand. Games can get learners excited about the content, so they really learn it.”

Digitec worked with the Council for Economic Education (CEE) to design the *Gen i Revolution* to be an exciting learning experience that would teach students the fundamentals of personal finance. The game missions were designed to align with the common core learning objectives, related to personal finance.

To date, there have been over 250,000 players, with nearly half a million missions completed. Digitec is proud to be acknowledged among the highly innovative people who create "pixel magic" in their industries.

ABOUT DIGITEC INTERACTIVE

Digitec Interactive is an eLearning and learning management system provider, developing educational products for corporate, association, academic, medical and non-profit clients. It is best known for its signature learning management system, Knowledge Direct. Digitec has delivered courses for more than 600,000 annual users. Additionally, Digitec has created custom learning experiences for many Fortune 500 companies including Disney, P&G, Symantec, Cisco Systems, Yum Brands, Genentech and Hilton Worldwide.

ABOUT THE COUNCIL FOR ECONOMIC EDUCATION

The Council for Economic Education (CEE) is the leading nonprofit organization in the United States that focuses on the economic and financial education of students from kindergarten through high school, and we have been doing so for more than 65 years. We carry out our mission by educating the educators: providing the curriculum tools, the pedagogical support, and the community of peers that instruct, inspire, and guide. All resources and programs are developed by educators, and delivered by our national network of affiliates. Each year CEE's programs reach more than 55,000 K-12 teachers and over 5 million students across the United States.

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