

MEDIA ADVISORY

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Press Briefing on Games and Learning

-- Report provides strategy to develop national R&D investment
for video games and computer simulations in education --

WASHINGTON, DC – The Federation of American Scientists (FAS) and the Entertainment Software Association (ESA) will release recommendations based on the Summit on Educational Games on Tuesday, October 17, at 9:00 a.m. at the National Press Club.

The summit marked the first meeting of individuals from academia, government, private foundations and the entertainment software industry to determine the challenges that need to be addressed to create a healthy marketplace and develop educational games. FAS is looking for ways to produce complex and sophisticated games that provide an environment for learning about history, problem-solving, and managing systems.

Speaking at the briefing are:

Henry Kelly, President, Federation of American Scientists

Doug Lowenstein, President, Entertainment Software Association

Don Blake, National Education Association

* **Deborah Wince Smith**, Center on Competitiveness

* waiting to confirm

The event will also provide reporters with an opportunity to sample:

- ***Discover Babylon*** – a cultural game that incorporates artifacts from exhibits at the Walters Museum of Art in Baltimore, MD, and transports the player to a virtual reality of ancient Mesopotamia (modern-day Iraq).
- ***Immune Attack*** – a first-person strategy video game that teaches human immunology for 9th grade – college level students.
- ***Multi Casualty Incident Responder*** – a high-stress, real-time training simulation for firefighters to serve as a national model for first-responder training.

WHAT: Summit on Educational Games Report

WHEN: Tuesday, 17 October 2006, 9:00 – 10:30 a.m.

WHERE: National Press Club
First Amendment Room
529 14th Street NW
Washington, DC 20045

- Metro Stop = Metro Center on the red and blue/orange lines

- Parking is available in the PMI garage located on G Street between 13th and 14th Streets or in the Carr Park located at the corner of 15th and F Streets.

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NOTE TO REPORTERS: Space is limited. To RSVP for this event, contact Monica Amarelo at mamarelo@fas.org or (202) 454-4680. Please include your name, title, and media affiliation in your response.

Coffee and a continental breakfast will be available at 8:30 a.m.

The Federation of American Scientists (www.fas.org) was formed in 1945 by atomic scientists from the Manhattan Project. Endorsed by 68 Nobel Laureates in biology, chemistry, economics, medicine and physics as sponsors, the Federation has addressed a broad spectrum of national security issues in carrying out its mission to promote humanitarian uses of science and technology. Today, the FAS Information Technologies Project works on strategies to harness the potential of emerging information technologies to improve how we teach and learn.

The Entertainment Software Association (www.theesa.com) is the U.S. association dedicated to serving the business and public affairs needs of the companies publishing interactive games for video game consoles, handheld devices, personal computers, and the Internet. ESA members collectively account for more than 90 percent of the \$7 billion in entertainment software sales in the U.S. in 2005, and billions more in export sales of entertainment software.

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