

Doorways to Dreams Fund (D2D)
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D2D's FARM BLITZ Receives EIFLE Award

Financial Literacy Education Title Teaches Savings and Interest Compounding

Boston, MA- April 21, 2011- Last night, [Doorways to Dreams Fund's Farm Blitz](#) received an [EIFLE™](#) (Excellence in Financial Literacy Education™) Award for "Instructional Game of the Year, Electronic" from the [Institute for Financial Literacy](#).

"D2D is honored to be recognized for our financial entertainment work, marrying the fun of casual video games with important lessons to improve financial capability," says Tim Flacke, D2D's Executive Director. "In three short years, D2D has taken this innovation from the drawing board to the real world with positive impact on consumers." D2D's financial entertainment work is made possible through support from the [RAND-Dartmouth-University of Pennsylvania Financial Literacy Center](#) and [Walmart](#).

[Farm Blitz](#), D2D's third financial entertainment game leverages the popularity of the Match-3 casual game mechanic with a farm theme to engage players around high-interest debt and slowly compounding savings. Like all D2D's games, [Farm Blitz](#) has generated significant increases in financial skills self-confidence and knowledge; initial testing has found a 20-35% increase in financial skills self-confidence, and a 25-65% increase in financial knowledge and aspirations.

"People learn to juggle so many variables as they become experts at a game. There's no reason they can't learn do the same thing to become experts at their finances," says Caitlin Feeley, one of the game's designers. "We wanted to make understanding those concepts approachable and engaging through a good game." The game was designed by Feeley, Jason Haas, Dana Tenneson, and Michelle Moon Lee, all affiliated with the [MIT Education Arcade](#).

[Farm Blitz](#) was developed by [FableVision](#). "D2D truly understands how effective a well-designed educational game can be in affecting real behavioral and attitudinal change in its audience," says FableVision's President Gary Goldberger. "We are very proud of [Farm Blitz](#), and the suite of financial games we have created with D2D-- the combination of fun game mechanics, solid financial content, and pop culture sensibility is a recipe for success."

The [EIFLE](#) was created to acknowledge innovation, dedication and a strong commitment to financial literacy education.

About [Doorways to Dreams Fund \(D2D\)](#)

The non-profit D2D strengthens the financial opportunity and security of low and moderate income consumers by innovating, incubating and stimulating new financial products and policies. D2D works with the financial services industry, national non-profit groups, grassroots community agencies, and public policy organizations. D2D envisions a world where the financial system promotes lasting social and economic prosperity for every family.

About [The Education Arcade/MIT](#)

The Education Arcade explores games that promote learning through authentic and engaging play. TEA's research and development projects focus both on the learning that naturally occurs in popular commercial games, and on the design of games that directly address players' educational needs. Education Arcade projects have touched on mathematics, science, history, literacy, and language learning, and have been tailored to a wide range of ages. They have been designed for personal computers, handheld devices and on-line delivery.

About [FableVision, Inc.](#)

Founded in 1996 by NY Times best-selling children's book author/illustrator Peter H. Reynolds, FableVision is an award-winning children's transmedia developer and educational technology publisher. Co-located at the Boston Children's Museum, the firm creates best-in-class digital content and tools for major media/publishing organizations, such as Houghton Mifflin Harcourt, Ruckus Media Group, Pearson Education, MPT, MIT Education Arcade, Scholastic/Weston Woods, as well as PBS KIDS, The Jim Henson Company. FableVision also has its own award-winning creativity, writing and learning tools for the K12 market. FableVision was awarded the 2010 Prix-Jeunesse International Interactivity Prize for its Dinosaur Train Website, which it developed for The Jim Henson Company & PBS.

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For more information about D2D and their Financial Entertainment work, visit <http://www.financialentertainment.org> . For an interview, contact Nick Maynard at 617-541-9066 or nmaynard@d2dfund.org.