

## **Toolwire and Jones & Bartlett Learning Win Silver Medal for Nutrition GameScape**

*Partnership delivers game-based learning product for online and blended learning courses*

[Toolwire](#) and Jones & Bartlett Learning announced today that their [Navigate Scenario: GameScape for Nutrition](#) received a Silver Medal at the 2014 International Serious Play Awards. The Serious Play Awards honor outstanding games that deliver a high quality of engagement and measurable training or learning opportunities. Winners were selected by a judging committee of top-tier academic, business and government leaders at the forefront of serious game development.

The 2014 Horizon Report, an unbiased review of key emerging education technologies, named game-based learning (immersing students in a game in which content and curricula are delivered or juxtaposed) among the top four most important developments in education technology for Higher Education over the next 2-3 years.

Game-based learning presents numerous benefits to content providers, education administrators, instructors, and students. These benefits include more engaging student experiences, holistic interdisciplinary experiential learning, rigorous and uniform content delivery, scalability, student-centered learning, dynamic remediation, real time assessment, reporting, and around the clock access.

Co-created through a strategic partnership between Toolwire, Inc. and Jones & Bartlett Learning, the Nutrition GameScape leverages Toolwire's game-based learning co-creation expertise and strengths in areas such as digital media production, instructional design and storytelling, engineering/technology integration, and customer support. Combined with Jones & Bartlett Learning's subject matter expertise, authoritative content, and extensive auxiliary resources for students and faculty, the Nutrition GameScape is available for purchase through Jones & Bartlett as part of a complete course solution. Additional GameScapes developed through this strategic partnership include [Psychology](#), [Environmental Science](#), and [Health & Wellness](#).

“A distinguishing characteristic of the games we have co-created with Jones & Bartlett is the use of rich digital media filmed both on-set and on-location by the Toolwire Studios production team,” commented Toolwire Executive Vice President, Cameron D. Crowe. “Research has shown that authenticity of experience is critical for deeper learning and increased student engagement. We are grateful to be recognized by the Serious Play judges as a leading innovator in the field of game-based learning.”

“Jones & Bartlett Learning is proud to offer innovative print and digital solutions for courses that improve student learning outcomes. Our comprehensive, accessible offerings feature student centered pedagogy and current principles, research, and theory,” commented Jones and Bartlett Learning President Jim Homer. “In an effort to bring learning to life in ways that increase student engagement and retention, Jones & Bartlett has committed to leading Higher Education in the area of game-based learning.”

“Since 2011, Toolwire has delivered over 540 million minutes of game-based learning and simulation experiences. This is relevant both in terms of the rapid adoption and interest in game-based learning as well as our ability to scale and support large populations of students,” said Toolwire President and CEO, John Valencia. “We are grateful for this recognition and proud to partner with Jones & Bartlett Learning to develop the highest quality products, support them 24 x 7 x 365 through the dedication of our Learner Advocacy Team, and provide faculty with the necessary tools and training they need for success.”



#### About Toolwire

Toolwire specializes in the innovation of interactive online Experiential Learning products and solutions. For over 15 years, we have developed, hosted, and supported immersive learning technologies for the world's leading institutions in education and corporate training across a spectrum of subjects including Student Success, Business, Health Care, Information Technology, and more. We believe that "learning by doing" provides the quickest, most effective way to develop skills, improve knowledge retention, and enhance student engagement and success. For more information about Toolwire's game-based learning approach, view our short video "[The Toolwire Difference](#)" or visit [www.toolwire.com](http://www.toolwire.com).

#### About Jones & Bartlett Learning

Jones & Bartlett Learning, a division of Ascend Learning, is a world-leading provider of instructional, assessment and learning-performance management solutions for the secondary, post-secondary, and professional markets. Across a broad spectrum of fields ranging from medicine and emergency services to computer information systems, our educational technology applications and instructional assessment and performance-management solutions are revolutionizing how instructors teach and how students and professionals learn. With the most up-to-date, authoritative content available from academia and industry thought-leaders, Jones & Bartlett Learning is leading the way for educators, students and professionals to discover new educational and professional skill-development opportunities - enabling personalized learning, anytime, anywhere. For more information, please visit [www.jblearning.com](http://www.jblearning.com).



**Contact Information**

**Peyton Williams**

Toolwire

<http://www.toolwire.com>

(925) 227-8500