

# Spark Island – a world of education adventure online

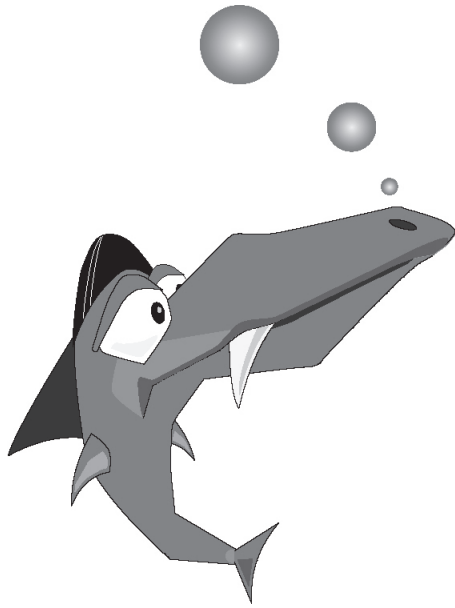
Following the very successful launch at BETT earlier this year – Spark Island continues to go from strength to strength.

[www.sparkisland.com](http://www.sparkisland.com) helps children aged 3–12 succeed in Early Years, Key Stage 1 and 2 subjects, initially Maths, English and Science – in a unique,



interactive and character-led environment. It also provides a range of curriculum-based resources and information for teachers, and in-depth support and advice for parents.

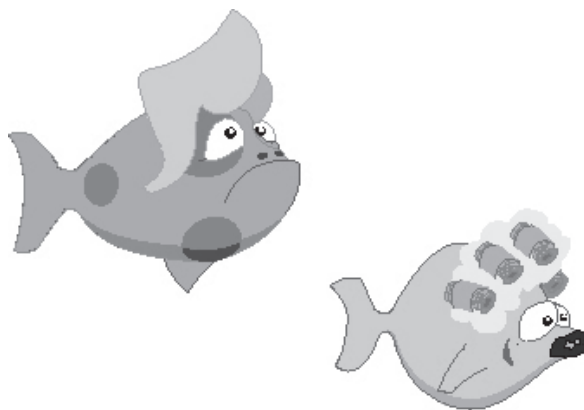
Spark Island has been developed in conjunction with an advisory board of practising teachers and education experts, and Spark Learning is confident that Spark Island will be used by more than half the



country's primary schools within the next three years. This will be largely due to the depth and breadth of its unique and immersive content that is linked to both the English National Curriculum and Scottish guidelines. The activities and games on Spark Island have been designed to be accessed in three different ways – by teachers, parents and children – and are updated and added to on a regular basis.

Access to many parts of the site is free, although the Spark Island learning activities are subscription based – teachers are currently able to register for a free 3-month trial, after which they can subscribe for an average of £1 per pupil\*/year/school; parents can obtain a free 1-month trial and then subscribe for £49 per year/home.

The activities in Spark Island have been trialled with children, parents and teachers in homes and classrooms. In more detail:



\*Based on the number of pupils in a school: Up to 100 pupils = £100 +VAT; Between 100–300 pupils = £200 +VAT; 300+ pupils =£300 +VAT. Register for your free school trial by 30 September 2001 and receive a 25% discount on your first year's subscription – exclusive to MAPE members – simply type 'MAPE2001' into the box marked 'Promotion Code' on the registration form at [www.sparkisland.com](http://www.sparkisland.com) or telephone 0207 659 5458 during normal office hours.

#### *For teachers*

The site provides teachers with a range of supportive, original and relevant online content spanning all primary years, with curriculum-based classroom resources, lesson plans and helpful links to educational sites. To make lesson planning efficient and effective, Spark Island's Activity Finder provides a unique database for identifying specific activities by subject, by year, by learning outcome. Whilst in the near future teachers and parents will also be able to chat and share ideas online with each other, via the unique Spark Island community facilities.

#### *For children*

Spark Island has a very targeted approach for its different age groups. The site consists of three unique environments: *Spark Park* for 3–5 year olds, *Sparklantis* for 6–8 year olds and *Sparkopolis* for 9–12 year olds. Each area is filled with engaging characters and storylines that guide children through tasks in a highly immersive and adventurous way. The activities on the site, which will be continuously updated and expanded, provide a balance between open-ended and more closed learning styles. Equally importantly, Spark Island provides opportunities for children to explore, discover and create, using their imagination. As well as finding fun and self development, children will also be rewarded with a virtual Spark Island currency – the Megahop – which they can redeem in the bazaar to buy things like character e-cards.

#### *For parents*

Spark Island assists parents to help support their children succeed at school by providing a range of information, ideas and discussion forums. There will also be detailed buying guides recommending the best educational books, toys, and software for different age groups. In fact Spark Island is totally complementary to classroom teaching and is considered a tool parents can trust. The forthcoming community areas will enable parents to communicate with other parents and teachers to organize the school-run, find out about homework assignments, school trips and share advice.

*For further information,* please contact [www.sparkisland.com](http://www.sparkisland.com), c/o Spark Learning Ltd, 28 Bruton Street, London W1X 7DB

