



FOR IMMEDIATE RELEASE: January 26, 2012

VANCOUVER AQUARIUM AND FABLEVISION STUDIOS LAUNCH MOBILE APP PUBLISHER SPARKBRIDGE INTERACTIVE

Vancouver, B.C. and Boston, MA – Vancouver Aquarium and FableVision Studios today announced the launch of SparkBridge Interactive, a new mobile app publisher focused on creating a global, cooperative platform that leverages a customizable game framework to join together informal learning environments, visitors and positive content creators.

This union enables a new level of interaction between these groups and is the catalyst for innovative new tools that support the missions and strategic goals of member institutions. SparkBridge will launch its first app at the Vancouver Aquarium in Q2, 2012 and is inviting select partners to participate in its first phase of expansion.

The Vancouver Aquarium is a recognized leader in activating digital communications to connect people to the natural world and critical issues related to environmental stewardship, conservation, and research. With nearly a million visitors a year, the Aquarium already enjoys tremendous reach. Every person that walks through its doors, the Aquarium reaches an additional four people through its digital connections and another 10 via its communications and media outreach.

“SparkBridge is an extension of our culture of innovation and our deep commitment to connecting people to our natural world,” said Dr. John Nightingale, Vancouver Aquarium president and CEO. “This venture creates new opportunities to harness our mission and provides a robust platform for all informal learning institutions looking to make an even bigger impact with visitors and beyond.”

FableVision Studios is an award-winning educational media and game developer dedicated to helping all learners reach their full potential in more creative ways. “We embrace technology and interactive media as a means to teach all ages and move the world towards a better place,” said Paul Reynolds, CEO and co-founder of FableVision. “SparkBridge is connecting the dots between games for good, quality game developers, informal learning institutions and their visitors in an elegant new interactive framework that unlocks myriad exciting opportunities that benefit all involved.”

“I’ve been involved in many exciting ventures in my career, but SparkBridge is a game changer,” said Scott Triola, CEO of SparkBridge Interactive. “We are building on the success of the Vancouver Aquarium and FableVision Studios, both respected organizations from different industries that share the common goals of inspiring learning and forming personal connections with the world. What sets our model apart is that we are combining proven game mechanics, a mobile technology platform and site-specific content expertise to deliver a unique interactive experience to the visitors of aquariums, zoos and museums. This will help change the way people around the globe engage with the multitude of learning opportunities while on-site and off.”

SparkBridge Interactive

Based in Boston, MA, SparkBridge Interactive is currently working in collaboration with the Vancouver Aquarium and FableVision’s development team on its inaugural app. SparkBridge Interactive is led by

CEO Scott Triola, a seasoned game and app executive who holds an MBA from the Wharton School of the University of Pennsylvania and a BA in Business Economics and Psychology from Brown University. Triola most recently served as Chief Operating Officer at Blue Fang Games and has applied his unique blend of creative, strategy and business expertise to Atari, The Boston Consulting Group and his own consulting firm, 5X5 Advisors. Triola also serves on the External Advisory Board for Northeastern University Creative Industries, Game Design & Interactive Media program and is a member of the Boston Mayoral Video Game Steering Committee. www.sparkbridge.com.

Vancouver Aquarium

A recognized leader in connecting people to our natural world, the Vancouver Aquarium is a self-supporting, non-profit organization dedicated to effecting the conservation of aquatic life through display, communication, public programs, education, research and direct action. www.vanaqua.org

FableVision

Founded in 1996 by New York Times best-selling Author/Illustrator and educational technology leader Peter H. Reynolds (*The Dot, Ish, I'm Here, The North Star, Judy Moody*), FableVision Studios is dedicated to helping all learners reach their full potential and to telling "stories that matter, stories that move." FableVision produces award-winning websites, games and activities, animated films, interactive graphic novels, museum kiosks, digital storybooks, desktop applications, and iPhone & mobile tablet apps for major publishers, broadcasters, museums, research groups, foundations, and educational institutions. www.fablevision.com. Reynolds was born with his twin brother Paul Reynolds, FableVision's CEO, in Toronto, Canada.

-30-

Media Contacts

Roxanne St-Pierre
Vancouver Aquarium
604.659.3752
publicrelations@vanaqua.org

Naomi Greenfield
FableVision Studios
617-501-6296
naomig@fablevision.com