

PRESS RELEASE

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** ** FOR IMMEDIATE RELEASE ** **

FableVision's Peter H. Reynolds Lands 2013 Visionary Award for "Insight and Excellent Leadership"

Publishing Industry Award to be Presented in New York City at Lamplighter Honors Gala on December 9



BOSTON, MA – Nov. 6, 2013 - Peter H. Reynolds, founder of Boston-based educational media studio FableVision, has been named recipient of the 2013 Visionary Award by the Association of American Publishers (AAP).

The Visionary Award is part of AAP's Lamplighter Honors, which celebrates individuals that have made a positive impact in the lives and endeavors of those throughout the preK-12 learning resource community, including students, educators, and their fellow professionals. This award is given to mid-career professionals for their insight and exceptional leadership.

Internationally acclaimed creativity champion Peter H. Reynolds is a *New York Times* best-selling author and illustrator of books for people of all ages (*The Dot, Ish, Sky*

Color, The North Star). His work has been published in over 25 languages around the globe. In 1996, Reynolds founded FableVision, an award-winning, creative R&D/educational media development studio located in Boston's Innovation District. FableVision Studios, co-located at the Boston Children's Museum, works with publishers, museums, broadcasters and non-profits to create custom digital media, animation, educational software, learning games and mobile apps, Its sister company FableVision Learning publishes K12 educational software, books, and media.

The Visionary Award acknowledges those who have provided a guiding light to students, educators, and fellow professionals on their paths toward knowledge and advancement.

"We recognize thought leaders who have made significant contributions to advance the field through their ideas, talents, and tenacity," said Jo-Ann McDevitt, Vice President at the Association of Educational Publishers (now part of AAP).

The Lamplighter Honors Gala will recognize several industry leaders at a black-tie dinner on Monday, Dec. 9, 2013 at the famous Russian Tea Room in New York City. The Russian Tea Room has been a gathering place for the entertainment industry since 1927 when it was founded by former members of the Russian Imperial Ballet, as meeting place for Russian expatriates.

Others being recognized during the gala include Dame Marjorie Scardino – well-known for her innovative leadership at Pearson Education, and Dan Caton, formerly President of Pearson Learning Group, and most recently, McGraw-Hill School Education.

Association of American Publishers' PreK-12 Learning Group serves the publishing industry with resources and industry intelligence; fostering a fair, competitive and robust market; and encouraging the development of professional, quality content for teaching and learning. In 2013, the School Division of the AAP merged with the Association of Educational Publishers (AEP) to form the PreK-12 Learning Group, which combines AAP's proven strengths in advocacy and legal affairs with AEP's successful programs for the benefit of its members.

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ABOUT PETER H. REYNOLDS AND FABLEVISION:



Founded by *New York Times* best-selling author/illustrator Peter H. Reynolds and his twin brother Paul A. Reynolds, FableVision is a creative social change agency that creates technology-enhanced media and story to move the world to a better place. The studios' signature blend of positive

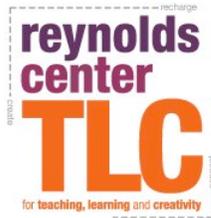
media, storytelling and interactive technologies is sought after by a host of best-in-class organizations, including leading publishers, broadcasters, educational and nonprofit institutions, museums, hospitals and health care organizations, such as PBS KIDS, Reading Is Fundamental, the Jim Henson Company, and National Wildlife Federation.

Together with its partners, FableVision has designed and developed hundreds of interactive games and activities, mobile apps, animated films, websites, television and Web ads, interactive museum kiosks, e-books, interactive whiteboard apps, graphic novels, and books.

FableVision has become an industry-recognized leader in gaming and learning. This year the firm landed the 2013 Games for Change *Game of the Year* and a *Davey Award* for *Quandary* (an online ethics game for teens), a Parents' Choice Award, and the 2013 AEP Gold Award for *Best Educational Innovation* of the Year for National Wildlife Federation's "Ranger Rick's Tree House" tablet appzine, a 2013 iKids Award and 2013

Kidscreen Award for Best Companion Website and *Best Preschool Website* for PBS KIDS/Jim Henson Company’s “Dinosaur Train.”

With over 20 million children’s books sold worldwide (*Judy Moody, The Dot, Ish, Sky Color, The North Star*, etc.) – published in over 25 languages with top publishers such as Walker Books/Candlewick, Abrams, Simon & Schuster, Harper Collins, Penguin – Peter H. Reynolds is also beloved by teachers, librarians, and parents who are inspired by his life-changing messages served up in a universal style that appeals to old and young alike. His books *The Dot* and *The North Star* have become classic message books about the bravery and creativity required for a successful life-long learning journey.



The Reynolds brothers launched their own nonprofit Reynolds Center for Teaching, Learning & Creativity (TLC), which is dedicated to the development and propagation of more creative tools and support for teachers and students around the globe. As a 501c3 nonprofit, the Reynolds Center TLC is able to attract grant/philanthropic monies that support creative R&D for innovative new products – for example, The Reynolds Center TLC recently landed a major Cisco Systems Foundation grant for “Fab@School” digital fabrication K-5 curriculum. “Fab@School” is a great example of how the Reynolds Center TLC works with major universities to turn research into tangible media and tools – in this case, University of Virginia and a consortium of partners.

For nearly two decades, FableVision – and now the Reynolds Center TLC team – have partnered with best-in-class educational partners to design, develop and implement major, custom media-rich/tech-enhanced campaigns. Their strategic consulting, creative, tech, and project management experience and expertise have allowed them to assist in accelerating partners’ short and long-term organizational goals. Because of their enduring relationships across many sectors – education, media, research, trade publishing, technology and nonprofits – they have cultivated a rich network of like-minded colleagues. Partnership for 21st Century Skills, Reading Is Fundamental, National Writing Project, United Way, Digital Learning Day, Skype in the Classroom, Discovery Education Network, NYSCATE, NAEA, CUE, ISTE, Verizon Foundation, Cisco Foundation, MacArthur HASTAC, are a sampling of the many organizations where they have deep strategic relationships.

One of the Reynolds Center TLC’s spotlight programs is International Dot Day (www.TheDotClub.org), which this year attracted 1.3 million sign ups by teachers, librarians, and students in 84 countries.



FableVision’s K-12 education tech group **FableVision Learning** distributes and supports a suite of software/media products with a focus on creativity and self-expression, which support Common Core/21st Century skills. FableVision Learning attends all major ed tech conferences in the U.S., has a network of nearly 200

enthusiastic educator “ambassadors” promoting in smaller markets/mini-conferences, and communicates to a network of over 42,000 educators searching for more creative ways to inspire and support the learners they serve.

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