



For Immediate Release
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Innovative Public-Private Partnership To Develop N.C. Edition of *The Real Game* and Implement It Across All North Carolina Middle Schools

The partnership expands on Futures Inc.'s announcement of its donation of *The Real Game* to U.S. middle schools last month, making it the largest donation of its kind to date.

Durham, NC—Futures Inc. announced today its development of a large public-private partnership in an effort to develop and implement a North Carolina edition of *The Real Game* in all N.C. middle schools by early 2010. The new career exploration and financial literacy program will focus on the 80 most in-demand careers in North Carolina. Additional state-specific information will include employers, salary information, and housing prices. The partners will develop and implement a N.C. edition of *The Be Real Game* for N.C. high schools and post-secondary schools in late 2010.

Partners include Communities in Schools of N.C., the NC Chamber of Commerce, the Department of Public Instruction, and the BRAC Regional Task Force. This partnership follows on the heels of Futures Inc.'s announcement of its donation of *The Real Game* to 65 middle schools in the 11-county BRAC region, making it the largest donation of its kind to date. Implementation began this fall with partner Communities In Schools of N.C. working with North Carolina public schools to implement the digital career exploration and financial literacy tool.

Career videos will be included in the program. Produced by Futures Inc., the videos feature real professionals describing what a typical day-in-the-life looks like. The N.C. edition will include a link to Future Inc.'s *Pipeline NC* career exploration and talent platform. Students can sign up for free and connect with N.C. employers and educators.

"We are proud to partner with Communities In Schools of NC., the North Carolina Chamber and Department of Public Instruction to roll out *The Real Game* across North Carolina," said Tony Jeffreys, *The Real Game* coordinator for Futures Inc. "Together, we will provide North Carolina public middle and high schools with the most powerful tool for building kids awareness around why they have to stay in school." "We know The Real Game touches students in ways that can change the story of their lives, and we're thrilled to be partnering with Futures Inc. and its NC partners to bring localized editions to students statewide to help them make their career dreams come true in North Carolina," said Phil Jarvis, NLWC's Vice President of Global Partnerships.

The Real Game is an experiential and highly interactive digital game that immerses students in a career simulation weaving financial literacy, core academic skills, essential workplace skills, character traits and

environmental education into the learning experience. Conceived by Bill Barry and developed under the leadership of the National Life/Work Center (NLWC) and the National Occupational Information Coordinating Committee (NOICC), the program is designed to show children the connections between school and their future life and work roles.

More than 30 percent of North Carolina high-school students do not graduate in the four years after starting their high-school education, according to the Department of Public Instruction. A study of those students found that many cited not being able to see a direct connection between their education and future roles as the reason.

For more information about this exciting partnership, contact Tony Jeffreys, *The Real Game* coordinator for Futures Inc. at (919) 802-7863.

About Futures Inc.

Futures Inc. is a talent management software company that develops and licenses software and provides consulting services which enables users to attract, develop, and retain talent, and thereby reduces their costs and increases the productivity of their workforce. In 2009, the company released the Beta version of its Pipeline NC talent acquisition platform. The web-based application provides a unique ecosystem approach to talent acquisition and career exploration by linking educators, employers and job seekers in one platform. CEO and Founder Geoff Cramer has 20 years of experience in workforce economics, technology development and career consulting. Previously, he founded the nonprofit Futures for Kids.



About National Life/Work Centre

NLWC's mission is to bring world-class life/work management programs like *The Real Game* to the widest possible audiences at affordable prices through innovative partnerships with public and private sector agencies. The objective is to help people of all ages imagine the future they want to live, and become increasingly intentional, purposeful and self-reliant in becoming the authors of the story of their life. NLWC partners with federal government agencies, state and provincial departments, corporations, professional associations, education and community organizations throughout North America, Europe the Pacific Rim and Asia. *The Real Game* is now in over 50,000 schools in the United States, Canada, the United Kingdom, Australia, New Zealand, The Netherlands, Ireland, Germany and Hungary, and it is being piloted in several others.

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