



What is Whyville?

Whyville was launched in 1999 by Numedeon, Inc. to apply over 20 years of research in education and cooperative learning to develop new web-based tools for education.

Inside Whyville, citizens learn about art history, science, journalism, civics, economics, and much more. Whyville has its own newspaper, its own Senators, its own beach, museum, City Hall and town square, its own suburbia, and even its own economy -- citizens earn "clams" by playing educational games.

Today, there are countless learning games and activities on Whyville, which why Education Daily calls Whyville one of "edu-gaming's biggest successes."

Who visits Whyville?

- More than 5.3 million registered users
- About 60,000 new boys and girls register as citizens every month.
- Whyville citizens spend an average of 3.1 hours on site per month
- Core age composition 8-15 years old
- More girls, but lots of boys (70%-30%)
- Parents, grandparents and teachers comprise 10% of users

How much does Whyville cost?

Whyville is completely free! The website is almost 100% supported by sponsors like the AALAS Foundation, Centers for Disease Control, NASA, and the National Science Foundation, to name a few.

Praise for Whyville

"One of the real lights in the echoing darkness of science education is a small independent company called Numedeon, which runs a website called Whyville. Whyville has managed to do the impossible -- generate massive interest in science among adolescent girls."

- *Christian Science Monitor*

"Whyville's great, and safe. It helped me realize what I want to do when I grow up, and the games are really, really fun."

- *Sims2girl, Whyville Citizen*

How Can I Help?

The AALAS Foundation relies on your financial support to launch important public outreach programs like Whyville. To make a tax-deductible individual or corporate donation to the Foundation, please fill out the enclosed form or visit www.aalasfoundation.org/donate.html.