

FREE, EASY-TO-USE APPS TO TRANSFORM LIVES.

XPRIZE Apps are now available!

Download today with app code: **1155**

Other Benefits

Your learners can access the apps for FREE from April 1 through August 31, 2019, and for one year thereafter.

ProLiteracy is providing a toolkit that includes support and instruction for deployment and promotion.

If the ProLiteracy team is one of the top winners, prize money will go directly back to programs like yours through the National Book Fund®.

Get Started!

Visit proliteracy.org/xprize

Use App Code **1155**



Let's use technology to change the world!

BARBARA BUSH FOUNDATION
ADULT LITERACY **XPRIZE**
PRESENTED BY
DOLLAR GENERAL
LITERACY FOUNDATION

**COMMUNITIES
COMPETITION**
Transforming One Million Lives Through Literacy

 **ProLiteracy**

 **New Readers Press**
ProLiteracy's publishing division

TEAM REFERRAL CODE

The XPRIZE Communities Competition

Team ProLiteracy's referral code, **1155**, will provide learners with access to the four available Adult Literacy XPRIZE apps and, most importantly, ensure that XPRIZE is able to track which downloads belong to Team ProLiteracy.

THIS DOCUMENT WILL HELP ENSURE YOU HAVE WHAT YOU NEED TO EFFECTIVELY USE THIS REFERRAL CODE.

DIGITAL DISTRIBUTION

You can distribute the apps to learners digitally, either by providing them with a unique URL (listed below) that will direct them to the app on Google Play. We encourage you to embed the URLs in your digital marketing materials, emails, QR codes, marketing and social media campaigns, and other digital channels. When sending these URLs to learners, be sure to send them so that they can access the URLs on their Android phones or tablets—computer downloads will not count toward the competition.

Linking to this unique URL should automatically populate the downloaded app with Team ProLiteracy's Referral Code allowing learners to skip that step. If the code is not automatically populated in the app, learners will need to enter the four-digit Referral Code, **1155** (see "Entering Your Referral Code" further below).

You may distribute ONE OR MORE of the four apps to your learners by providing your learners with the appropriate URLs. Again, note that multiple downloads by one learner do not count multiple times. Each learner will be counted once and will be considered a "user" once that learner has accessed any one of the apps on at least once three separate days (including the day of download).

- Learning Upgrade: <https://abc.xprize.org/lu1155>
- Amrita Learning: <https://abc.xprize.org/ac1155>
- Codex: <https://abc.xprize.org/pw1155>
- Cell-Ed: <https://abc.xprize.org/ce1155>

APP DETAILS



Learning Upgrade

Learning Upgrade® is a fun and engaging digital solution to help adult learners accelerate growth in literacy and math skills to succeed in classes, earn a diploma, get a better job, or enter college. Learners can access over 900 English and math CCRS-aligned lessons on their smartphones or tablets, anytime and anywhere. Engaging lessons feature songs, videos, games, and reward certificates. Instructors can track student progress in real time with detailed web-based reports.

FEATURES INCLUDE:

- Engaging lessons filled with songs, videos, and games that move adults step-by-step from the fundamentals to advanced comprehension.
- Ability for adults to earn certificates as they progress through 300 sequenced lessons.
- English, reading, math, and HSE test prep.
- Available from Google Play and Apple App Store.
 - <https://abc.xprize.org/lu1155>
 - <https://web.learningupgrade.com/>

LEARNERS WILL:

- Engage in lessons on phonics, decoding, vocabulary, grammar, writing, listening, math, and more.
- Build literacy skills through engaging songs, videos, games, and rewards.
- Practice problems accompanied by immediate intervention and remediation with multimedia supports.
- Repeat lessons until they master them, earning a gold certificate when they become proficient in each standard's benchmarks.
- Rapidly advance to NRS, CASAS, TABE levels.
- Qualify for HSE and CTE programs.
- Prepare to pass the GED® and HiSET® tests.

APP DETAILS



Codex (People ForWords)

Codex: Lost Words of Atlantis, developed by People ForWords, provides a new approach to learning, combining university developed and tested teaching methods with game development expertise. The app focuses on how adults learn to read and respects their sensibilities and character, while still making a game suitable for all ages.

FEATURES INCLUDE:

- A mobile adventure game that helps low-literate adults improve their English reading skills.
- An archeological adventure storyline—the initial gameplay revolves around crafting phonemes, onset-rime patterns, and sight words to “decode” a mysterious language from a lost civilization.
- Ability to play in English or Spanish.
- Available from Google Play.
- <http://www.peopleforwords.org/>
- <https://abc.xprize.org/pw1155>

LEARNERS WILL:

- Transform their literacy skills with engaging, puzzle-solving gameplay. Learn to recognize letters, build words, and read and write sentences by deciphering the ancient language of Atlantis.
- Play fun, timed mini-games that test learners’ reading skills in everyday situations, from figuring out a bus schedule to paying the correct amount of cash when you go shopping.
- Play in English or Spanish with instructions delivered accordingly.
- Visit real locations in Egypt and Australia, the first two regions in a planned five-region journey around the world.
- Seek out hidden ancient relics and energize the mysterious crystals that power Atlantis. As they learn more, learners can dig deeper into the history of the once great civilization.

APP DOWNLOAD

1. URL: Send the following link to your learners in an email or text message so that they access the download on their Android devices.

- <https://abc.xprize.org/pw1155>

2. Google Play Store: Learners can visit the Google Play Store on their Android phones or tablets and search for “Codex” to download. The instructions below will help them with the download process including the use of the required referral code, **1155**.

APP DETAILS



Amrita Learning

Amrita Learning, created by AmritaCREATE, is a personalized learning app with engaging, culturally appropriate e-content linked to life skills. The content is structured into two locales: ESL (English as a Second Language) and NS (Native Speaker). Upon entering the app, the learner is assigned to one of the locales depending on their native language. Within each locale, small learning units are sequenced to build on previously learned skills. Specific skills used for decoding words, vocabulary, fluency, and comprehension are emphasized. The materials in the two locales are designed very differently, but both stress the use of engaging material to reduce the high dropout rate that has plagued adult learning programs.

FEATURES INCLUDE:

- Personalized learning app with engaging, culturally appropriate e-content linked to life skills.
- Lessons that start with learning letter sounds and advance to multi-page stories and articles, with vocabulary support in English and Spanish.
- Available from Google Play.
- <https://www.amrita.edu/research/project/amrita-learning-app>
- <https://abc.xprize.org/ac1155>

LEARNERS WILL:

- Establish alphabet sounds and word-building skills through short, engaging videos.
- Use a reading curriculum that features a series of stories interwoven with factual life skills passages.
- Build skills with games, activities, and music within reading passages.
- Practice using the Reading Library that includes fun and interesting stories and articles. The library has two special sections that include self-empowerment articles and read-with-your-child stories.

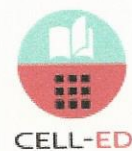
APP DOWNLOAD

1. URL: Send the following link to your learners in an email or text message so that they access the download on their Android devices.

- <https://abc.xprize.org/ac1155>

2. Google Play Store: Learners can visit the Google Play Store on their Android phones or tablets and search for “Amrita Learning” to download. The instructions below will help them with the download process including the use of the required referral code, **1155**.

APP DETAILS



Cell-Ed

Cell-Ed provides the opportunity for users to learn the skills they want anywhere, anytime. With just the touch of a button, they can listen to the voices of Cell-Ed instructors. By sending a text message, they can learn and communicate with a personal instructor who can help them when they need that extra support. Complete the course and earn a certificate.

FEATURES INCLUDE:

- A text messaging app that runs on feature phones and smartphones (smartphone app only for this competition).
- Designed for adult English language learners and basic literacy learners.
- Available from Google Play and Apple app Store
- <https://www.cell-ed.com/>
- <https://abc.xprize.org/ce1155>

LEARNERS WILL:

- Learn through stand-alone and blended learning options.
- Build skills through a personalized approach based on his or her abilities and goals with coaches available to help.

APP DOWNLOAD

1. URL: Send the following link to your learners in an email or text message so that they access the download on their Android devices.

- <https://abc.xprize.org/ce1155>

2. Google Play Store: Learners can visit the Google Play Store on their Android phones or tablets and search for "Cell-Ed" to download. The instructions below will help them with the download process including the use of the required referral code, **1155**.

QUESTIONS?

For the latest toolkit and resources: ProLiteracy.org/XPRIZE

Contact Team ProLiteracy at XPRIZE@proliteracy.org for any questions about the competition.

If you have technical difficulties or specific questions about the apps, the app developers have provided the following information:

- [Cell-Ed App Guide](#)
- <https://www.cell-ed.com/xprize-communities-competition/>