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NOVEL EFFECT RECOGNIZED BY AMERICAN ASSOCIATION OF SCHOOL LIBRARIANS AS “BEST APP FOR TEACHING & LEARNING”

SEATTLE, WA – The American Association of School Librarians (AASL), a division of the American Library Association (ALA), named Novel Effect a 2019 Best App for Teaching & Learning during the ALA Annual Conference this past weekend in Washington, D.C.

The annual list honors apps that provide enhanced learning and curriculum development for school librarians and their teacher collaborators.

Novel Effect works side-by-side with hundreds of classic and popular children’s books to turn even beginning readers into master storytellers. The free mobile app keeps up with a reader’s voice as they read aloud from a print book and plays music, sound effects, and character voices custom-made for every story.

“In creating Novel Effect, our goal was to provide parents and educators with a tool that empowers them to inspire a lifelong love of reading from an early age,” said CEO Matt Hammersley. “We are thrilled by this honor and humbled to see how the educator community has embraced our vision and made it a reality in libraries and classrooms across the country.”

In making their selections, the AASL looks for apps that encourage innovation, creativity, active participation and collaboration and evaluates them for their support of the AASL’s “National School Library Standards for Learners, School Librarians, and School Libraries.”

See the full list of honorees at <http://www.ala.org/aasl/standards/best/apps>.

ABOUT NOVEL EFFECT

Seattle-based Novel Effect is the leader in voice-driven media and entertainment. Through the use of voice, Novel Effect’s products blend physical and digital worlds to create immersive and interactive experiences across books, video and games. Founded in 2015, Novel Effect participated in the 2017 Alexa Accelerator, powered by Techstars, and has patented technology that was featured on Shark Tank. Their flagship app of the same name has received numerous recognitions including Webby, Cynopsis, Parents’ Choice and Mom’s Choice awards.

Learn more at www.noveleffect.com.

