



GBA Presents Video Game-Based Learning Methodology at NYSCATE Metro Conference

Rye Brook, NY, May 17, 2008 – The New York State Association for Computers and Technologies in Education (NYSCATE) concluded its two-day Annual Metro Conference today at the Rye Town Hilton Hotel in Rye Brook, NY. Several hundred technology educators from all over New York were in attendance at the conference, which focused on educational technology.

Game Builders Academy participated both as a presenter and as a vendor of innovative technology-based learning programs to academic learning institutions that instruct K-12 students. GBA President and co-founder Phil Lipsky drew considerable interest from administrators and teachers with his presentation on "Teaching and Reinforcing Basic Academic Subjects through Video Game Design and Development."



Mr. Lipsky pointed out that today's students are "plugged in" to technology all around them. Video Game Design and Development is a very powerful tool for teaching and reinforcing principles of students' core academic subjects. The key is making the linkages and connections between the technology learning and the subjects students are studying in school.

GBA also hosted a display booth for the two days highlighting its various innovative programs along with its *Curriculum-In-A-Box™* product, which in combination with instructor training, provides schools with the capability of offering GBA's exciting programs utilizing their own teachers.

About GBA...

Headquartered in Westbury, New York, Game Builders Academy is a STEM-based educational services and products provider of innovative, technology-based, instructional programs that help students in grades K through 12 -- learn, grow, have fun and succeed. GBA's current instructional programs are based on video game design and development, robotics, and digital music composition. Students use and strengthen math, science, literacy, art, technology, communication, engineering, problem-solving and critical thinking skills -- as well as gaining self-confidence -- all while doing something they love. Additional programs are in development for future release. GBA's clients include public and private schools, summer camps, as well as college-based youth programs. Its products have been integrated within regular and gifted daytime school curricula, after-school and weekend programs, and summer youth activities.

Helping children learn, grow, have fun and succeed!

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