



Other editions: [Mobile](#) | [RSS](#) | [E-Newsletters](#) | [Facebook](#) | [Twitter](#) | [Text Alerts](#) | [Find it: Jobs](#) | [Cars](#) | [Homes](#) | [Rentals](#) | [Dating](#) | [Classifieds](#) | [Deals](#) | [Directories](#) | [802 Shopping](#)



Find what you are looking for ...

SPONSORED BY:
[momslife.com](#)

[HOME](#) [NEWS](#) [SPORTS](#) [ENTERTAINMENT](#) [PHOTOS](#) [OPINION](#) [BLOGS](#) [LIVING](#) [CLASSIFIEDS](#) [WEATHER](#) [OBITUARIES](#) [ARCHIVE](#) [HELP](#)

Hot Topics: [Election 2010](#) [Fall Foliage Contest](#) [Assignment Afghanistan](#) [vt.Buzz](#) [Vermont National Guard](#) [Cops & Courts](#)

 [Comment, Blog & Share Photos](#)
[Log in](#) | [Become a member](#) | [Search people](#)

POWERED BY YOU AND [THE Burlington Free Press](#)

[timjohnson's page](#) [Recommend \(145\)](#)

POWERED BY [Pluck](#)



Male, Age: 63, Burlington

About Me: I cover higher ed, mostly, but I have a standing interest in other cultures/lingos, with a serviceable knowledge of Chinese and dormant facility in several other languages. I'm well-traveled and occasionally well-versed, partial to contrarians and nomads.

You're most likely to see me around town at: bistros and in between

On the weekends I love to: shuffle

The high school, college or pro sports teams I root for are: seasonal

If I'm watching a movie or listening to music, it's probably: memorable

I am passionate about: irony

[Home](#) [Public Messages](#) [Comments](#) [Photos](#) [Blog](#)

Nought 101

Prerequisite: Basic literacy

World excitement grows ... in Winooski

Posted 6/1/2010 10:57 AM EDT

Global excitement is growing about the World Cup, but you wouldn't know it, living in this country, unless maybe you wander into the Champlain Mill in Winooski, home to the Emergent Media Center of Champlain College. For going on two years, scores of students at the center have been working on an electronic soccer game designed to discourage violence against women. The game now has a name, "Breakaway," and even a big-name spokesman (big, that is, any place outside of the U.S.), Cameroonian soccer star Samuel Eto'o. For more info on the game, [click here](#).

This is a huge, U.N.-sponsored project that's soon to culminate with the release of the game's first chapter (including three episodes), which will go live on the Web on June 22. And on June 20, 2,000 CDs will be distributed in Africa.

Five more chapters are still to be developed, and ultimately, over the next year, the game is to be made cell phone-friendly, because worldwide, cell phones are the primary medium of the target audience, boys 8-13. (If all of this comes as news to you, you haven't been paying attention. Our [last post](#) was in January.)

"The ultimate dream," says Ann DeMarle, center director, who has been presiding over this mammoth effort, "would be in a cycle of production that includes the cell phone version and new chapters of the web game — much like cartoon series, but with a profound message and teaching."

RECENT ENTRIES

- [Blog detour](#)
- [The universittitis itch](#)
- [In Google they trust](#)
- [States of aid: treading water](#)
- [A capital binge on the southern flank](#)

ARCHIVES

- [Older](#)
- [December 2009 \(20\)](#)
- [January \(20\)](#)
- [February \(16\)](#)
- [March \(23\)](#)
- [April \(21\)](#)
- [May \(17\)](#)
- [June \(22\)](#)
- [July \(20\)](#)
- [August \(1\)](#)

MOST RECENT TAGS

- [101](#)
- [Nought](#)

As for the World Cup excitement, DeMarle experienced it in Milan, where an interview with Eto'o was recorded recently.

"This is something hard to see from within the U.S. ... the excitement feels like the air just before a thunderstorm!" DeMarle said. "It is everywhere! In South Africa, it is even more so. Schools will be closed during the World Cup even though it is their fall term. Many programs are hosting youth camps - with both South African youth and youth from around the world. We are distributing to these camps."

U.N. connections apparently helped snag Eto'o, which apparently was something of a PR coup. (You can read the center's blog on this, and the Milan trip, by clicking [here](#).) Here's hoping, for Breakaway's sake, that Eto'o shows up for with the Cameroonian team for the World Cup. (He seems to be having a dispute with another Cameroonian eminence and has threatened to walk, or so we learn via Google.) As if we didn't have enough dramas to follow in this story!

By the way, U.N. funding will soon run out again, and private donations — which tided the project over before — are still welcome. Click [here](#) for details.

Comments (0) | [Permanent Link](#)

Tags: [World](#), [Cup](#), [Champlain](#), [College](#), [Emergent](#), [Media](#), [Center](#), [U.N.](#), [soccer](#), [electronic](#), [games](#), [Breakaway](#)

[Email this post](#)

[Recommend \(2\)](#)

You must be logged in to leave a comment. [Login](#) | [Register](#)

[Burlington](#)
[Bridgewater](#)
[Vermont](#)
[University](#)
[State](#)
[Salem](#)
[of](#)

[Subscribe via RSS](#)

POWERED BY 

Partners: [Jobs: CareerBuilder.com](#) [Cars: Cars.com](#) [Apartments: Apartments.com](#) [Shopping: ShopLocal.com](#) [Homes: Homefinder.com](#) [Dating: eHarmony](#)

[Home](#) | [News](#) | [Sports](#) | [Entertainment](#) | [Photos](#) | [Opinion](#) | [Blogs](#) | [Living](#) | [Classifieds](#) | [Weather](#) | [Obituaries](#) | [Archive](#) | [Help](#) | [Site Map](#)

[Contact Us](#) | [About Us](#) | [Subscribe](#)

Copyright ©2010

Use of this site signifies your agreement to the [Terms of Service](#) and [Privacy Policy](#) , updated September 2010.