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Vermont College Students Create World Cup Web Game

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Just hours from finishing a more than two-year long project, a group of Champlain College students discovered just how challenging work can be with little sleep.

They're using soccer and a web-based game called Breakaway to reach children around the world.

"Kids don't know they're learning when they're playing," said Champlain College student Alex Tardif.

What they're learning is a lesson that goes well beyond the soccer field.

Organizers say the game teaches them that all people are equal, and that violence against women is unacceptable.

The students are working with the United Nations to release this game with a message in time for Friday's start to the World Cup in South Africa.

"It's the perfect time to show the world that we have this product that's free for everybody to play," said Julie Bond, the Assistant Director of the Emergent Media Center at Champlain College

Thanks to a group of forward thinking students who don't mind running on little sleep to reach an audience on a world stage.

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