



## **AMERICAN LIBRARY ASSOCIATION HAS FUN WITH LEARNING, BUILDS TREK ON SCVNGR**

**Boston, MA. June 24, 2010**- Looking for ways to enhance your learning while having a good time? Look no further than The American Library Association (ALA) Annual Conference, taking place June 24-29. The ALA has built an awesome trek on SCVNGR that conference participants can enjoy as they mingle with some of the world's leading members in academic, public, school, government and special libraries.

The SCVNGR trek engages conference-goers throughout the show. Think you can come up with a catchy cheer about a McFarland book title? Sweet, that scores you points. Snap a picture like an archeologist and earn some more! As extra incentive there are prizes for top-scorers including an iPad, Smartview Versa handheld magnifier, Victor Reader Stream portable audio books playback device, and free registration to the 2011 ALA Annual Conference in New Orleans!

To play, all conference attendees need to do is grab the free SCVNGR app from the [Android Market](#) or [Apple App Store](#).

Parties interested in building on SCVNGR should reach out to John Valentine ([john@scvngr.com](mailto:john@scvngr.com)).

### About SCVNGR

SCVNGR is a game. Playing is simple: Go places. Do challenges. Earn points! Players can unlock badges, earn rewards and can broadcast their activity out to their social graph. SCVNGR is played via a free iPhone & Android app. But playing SCVNGR is only half of it. Individuals and enterprises can also build on SCVNGR by adding custom challenges at their favorite locations. SCVNGR is funded by Google Ventures and Highland Capital Partners. Visit [www.scvngr.com](http://www.scvngr.com) to learn more.

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