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New App Teaches Geography Basics

Digital tool encourages geography and technology learning

SKOKIE, Ill., Sept. 11, 2015 – Rand McNally is teaming up with Montessorium Inc. to introduce a new app that encourages preschoolers to take an early interest in the world around them with engaging games and learning tools.

[Rand McNally](#), a leading provider of innovative educational tools, and [Montessorium Inc.](#), a South Dakota-based creator of premium Montessori-inspired educational apps for iPads® and iPhones®, have launched [Intro to Geography - World Edition](#).

Now available in the App StoreSM, the app will help children learn the shapes, names, flags, and locations of every country in the world through interactive puzzles, challenges and drawing exercises. It's also available in Chinese, English, French, German, Italian, Japanese and Spanish.

“Rand McNally shares Montessorium’s mission to promote geographic learning using creative digital tools,” said Stephen Fletcher, CEO of Rand McNally. “Combining geography with educational technology increases students’ curiosity about the world around them, and helps instill strong global citizenship.”

Intro to Geography - World Edition combines the map-making expertise of Rand McNally with the 100-year-old educational method of Montessori to present a world-class geography app for children.

“This partnership with Rand McNally is exciting for education advocates, geography enthusiasts, and young learners. Through conversations with the Rand McNally team, it quickly became apparent that we were committed to the exact same cause: helping children throughout the world establish a passion for learning, and more specifically, learning geography,” said Bobby George, CEO of Montessorium. “As the world becomes smaller, it becomes increasingly important to expand our understanding of our global community. Who better to join forces with than Rand McNally, the leaders in this space? We believe this is only the first project in what will be a long-lasting partnership.”

Montessorium, which also offers apps such as *Intro to Math* and *Intro to Letters*, seeks to engage children with beautifully designed apps and an individualized learning experience.

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About Rand McNally – Rand McNally is the country’s most trusted source for maps, navigation, and travel content. Products and services include: America’s #1 Road Atlas; IntelliRoute® truck routing software; TND™ truck GPS; HD 100 E-Log devices; TPC 7600 and TND™ 760 mobile fleet management solutions; RVND™ GPS for RVers; and leading geography-based educational resources for the classroom. Learn more at randmcnally.com

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About Montessorium

Montessorium aims to create well-crafted, personalized, self-guided learning experiences for children. Their wager: that children are born with a natural sense of curiosity and that you don't have to force them to want to learn. For more information, visit www.montessorium.com.

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