



feature type

interactive java puzzle

frequency

7x weekly

delivery methods

FTP, UClick®

audience

- word lovers and lifelong learners
- The percentage of game-players among total online users was 38 percent in 1999 and is projected to be 43 percent by 2003. (Jupiter Strategic Planning Services, 2000)

Megaphone and telephone ... Inspection and spectator ... These words are coupled for a reason: their roots!

Etymology enthusiasts and fans of fast-paced fun will love ROOTONYM, a speedy online word-guessing game. ROOTONYM features four clued words each day. Each word's root and each root's meaning are given to help you along. Build your vocabulary as you compete with friends, family and co-workers for the highest score, or challenge yourself to attain a perfect score of 100!

Feature Highlights:

- A bonus timer allows you to win up to 20 extra points for faster play. You can trade in some of those points for hints.
- Hints are given in the form of sample sentences, because people typically learn the meaning of words through their context. These sentences are also available after completing the game.
- When typing in the answer, correct letters are displayed in green, and incorrect letters are red.
- Attention first-timers! A help function is always available throughout the game.

About the Creators:

Carey Orr Cook and Jan Cook are a husband-and-wife team that creates ROOTONYM, the syndicated word puzzle that makes learning fun.

Carey Orr Cook, grandson of the Pulitzer Prize-winning Chicago Tribune editorial cartoonist Carey Orr, grew up in Chicago in an intellectual family focused on current events. After graduating from Stanford University, Cook earned his MBA from Harvard and became a stockbroker. Always community-active, when he and his wife turned 50 they focused on their unique graphic products to stimulate and promote lifelong learning.

Jan Cook grew up on Long Island, N.Y. and learned French out of necessity when she spent six years as a teenager in Switzerland. She later returned to the United States and earned a master's degree in teaching from Northwestern University. She has taught and tutored French and English for more than 15 years, at both the middle school and high school levels.

The idea for the word puzzles came to Carey while he was commuting in New York City. He recalls: "People on the train did newspaper word puzzles on their way to and from work. At the same time, the headlines read, 'Johnny can't read.' I decided to come up with a puzzle that would be both fun and educational."

Carey has been drawing cartoons and puzzles for more than 20 years, and Jan's background as a teacher and writer brings a pedagogical approach to Carey's creativity. They have been married for more than 34 years and have three grown sons. The couple has lived in California's Silicon Valley for 20 years.



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