



Media Release

For Immediate Release

MindShare Learning and News-O-Matic Announce Strategic Partnership to Enhance Media Literacy in Canadian Classrooms

Toronto, ON – March 27, 2025, MindShare Learning is announcing a strategic partnership with News-O-Matic, an award-winning New York-based educational technology company. This collaboration aims to revolutionize the reading experience by providing students and educators across Canada with engaging, real-world news content that fosters critical thinking, media literacy, and a lifelong love of learning.

News-O-Matic has established a strong presence in Canada through its collaboration with sister company, **Owlkids**, a renowned Canadian publisher known for inspiring young minds for over 40 years.

"We are thrilled to partner with Mindshare Learning to bring News-O-Matic engaging, age-appropriate news content to students across Canada. News-O-Matic, acquired by the Bayard group in 2023, launched a Canadian version in partnership with Owlkids last year. This new collaboration reinforces our shared commitment to fostering media literacy, critical thinking, and a lifelong love of learning in young readers. Together, we aim to empower educators with innovative resources that make current events accessible and meaningful in Canadian classrooms," said Marc-Henri Magdelenat, Founder and CEO, News-O-Matic, emphasized the significance of this partnership.

"We're proud to partner with award-winning News-O-Matic to empower students with daily, age-appropriate news that fosters critical thinking, global awareness, and a lifelong love of learning," said Robert Martellacci, Founder & CEO, MindShare Learning.

News-O-Matic's Award-Winning Achievements:

- **World Young Reader Prize (2015):** Awarded by the World Association of Newspapers and News Publishers (WAN-IFRA) for innovative news publishing in young reader development.
- **Academics' Choice Smart Media Award (2023 & 2024):** Recognized for producing media that stimulates children's cognitive development.

- **Global Youth & News Media Prize (2021):** Gold Award recipient for excellence in pandemic news coverage for children, producing over 500 stories about COVID-19 across multiple languages.
- **AASL Best Tool for Teaching & Learning (2022):** Awarded by the American Association of School Librarians (AASL). This prestigious recognition highlights its impact as an innovative and engaging educational resource, empowering students with real-world news while fostering media literacy, critical thinking, and a love for reading.

As part of the Canadian launch, schools and districts will enjoy special Canadian pricing and free trial pilot opportunities for up to 1 month!

About MindShare Learning Media & Consulting

MindShare Learning is a leading EdTech Innovation & empowers student success through the MindShare Report and EdTech Summits that connect education and technology leaders to inspire 21st-century teaching and learning. Through its comprehensive digital platform, MindShare Learning fosters innovation and collaboration in the education sector.

About News O Matic

News-O-Matic is a trusted and innovative educational platform dedicated to delivering age-appropriate daily news for children. By fostering literacy, critical thinking, and global awareness, News-O-Matic provides a safe and engaging way for young readers to stay informed. Designed for classrooms and homes alike, the platform offers interactive features, multilingual support, and educator resources to enhance learning experiences. With a commitment to journalistic and education excellence and accessibility, News-O-Matic has reached millions of young readers worldwide, empowering the next generation with knowledge and curiosity about the world around them.

For more information, please contact:

Robert Martellacci, Founder and President of MindShare Learning

Email: robert@mindsharelearning.com

Phone: 905 814 0900

Marc-Henri Magdelenat, Founder and CEO, News-O-Matic

Email: mhmagdelenat@newsomatic.org