

## What 25,000 children have taught language learning company uTalk

Thousands of schoolchildren are the inspiration behind uTalk's new language competition pack.

The pack, called the uTalk Language Challenge, allows organisations to run their own in-house competition using the uTalk language learning app and an online leaderboard.

The idea is the result of feedback on the company's award-winning annual competition – the uTalk Junior Language Challenge – which has helped more than 25,000 children learn languages since its launch in 2004.

uTalk CEO Richard Howeson says: "We launched the children's competition to encourage youngsters to learn languages and its success has shown us that everyone can benefit from a bit of friendly competition!

"So we created the uTalk Language Challenge pack and now everyone in the office is playing it. It's totally addictive because the leaderboard updates every day," he adds.

The uTalk Language Challenge pack is available for any business, organisation or school which wants its members to have fun learning speaking and listening skills in a new language.

Crucially learners don't all have to have the same first language to play as the pack works for speakers of more than 100 languages.

The uTalk Language Challenge pack lets you:

- \*Enter as many competitors as you'd like.
- \*Choose which one of over 140+ languages for your entrants to learn
- \*Pick which of our 60+ topics participants they'll access eg Food & Drink, Numbers, Colours, Social Phrases.
- \*Give each entrant their own dashboard which will chart their progress on a leaderboard that is updated daily
- \*Find out who your language learning champions are!

The uTalk app works on all mainstream smart phones, tablets and computers. It syncs content between your devices when you're online and, if you download content first, you can play offline too!

To find out more about how the uTalk Language Challenge can meet your needs, please contact [education@utalk.com](mailto:education@utalk.com)

For media inquiries contact Sarah on +44 7866 511783 or at [sarah@utalk.com](mailto:sarah@utalk.com)

uTalk is the UK's leading language-learning company with apps that can help you learn more than 140 languages. Its language learning method is used by 30 million people worldwide.

