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FOR IMMEDIATE RELEASE

Academic Fest Moves To Join Games+Learning+Society Conference 6.0

The 2nd Annual Academic Fest has been moved, and will now be held June 9-11, 2010 in Madison, WI, as a distinct track of the Games+Learning+Society Conference 6.0. There are several reasons for moving the event from this September to next June:

- Many academic technology staff and faculty begin their new semester sooner than previously expected, causing timing conflicts (especially true for those campuses that now begin classes after the U.S. Labor Day holiday).
- Given the current economy, a number of registered attendees have cancelled due to reduced travel budgets. Several faculty/staff are now able to attend only one event in the next academic year, which means choosing between coming to Madison for Academic Fest or the GLS 6.0 conference in June 2010.
- The GLS conference is already one of the best values for high-quality academic content. In such tight financial times, the addition of Academic Fest to the schedule will increase the value of both events.

We know that many who were planning to attend will be disappointed by this decision but we hope that you can attend an expanded and improved event in June 2010. We are communicating with all scheduled Academic Fest speakers, hoping to secure them all for the new dates. Academic Fest will maintain most of its current format, while adding a number of new content elements as an official GLS 6.0 track. We will update the website in coming months with all of these details.

Any paid and registered Academic Fest attendees will receive a full refund. If you have already booked travel to Madison for September 15-16, the AADL will pay the cost of any cancellation fees you incur, so long as you provide a receipt showing the amount of the cancellation or re-booking fees.

For more information about Academic Fest and the Games+Learning+Society Conference 6.0 in Madison on June 10-12, 2009, or to register as an attendee, visit www.glsconference.org, <http://www.academicfest.org>, or call 608.213.9271.

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