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Project Noah Engaging in a Global Partnership with NatureGate

New York & Helsinki --- NatureGate Ltd, based in Helsinki, Finland, has formed a strategic partnership with New York-based Project Noah. Both companies provide a platform where different stakeholder groups can observe, identify, save and share their experiences with nature.

"Our mutual focus will be on global classrooms. Our home country, Finland, is the world-leader in education, according to the recent Pisa studies, and NatureGate has already selected the first pilot schools in Finland. Also, Californian Academy of Sciences has selected 30 Californian schools to participate in this project. Our mutual goal with Project Noah is to create an interactive platform, where the observations and wildlife experiments are identified, collected and shared in the Pilot Regions. We will reach school kids and other users in North America and globally. Our mutual goal is to pack our products to suit each regional user group. We are happy to collaborate with Project Noah and to match their great ideas and enthusiasm internationally", says Mrs. *Eija Lehmuskallio*, Producer at NatureGate Ltd.

"We are really excited about partnering with NatureGate to educate a new generation of wildlife lovers. The best way for students to understand and appreciate our planet's incredible biodiversity is to explore and document it for themselves," said *Yasser Ansari*, Project Noah co-founder and Chief Leaf of Networked Organisms, developers of Project Noah. "Working together with NatureGate, we are building an international, grassroots approach to environmental education that harnesses the power of mobile technology and the social web in ways that have never been done before."

Project Noah is a free mobile app and online community that allows participants to share their wildlife encounters with a broad range of research projects, as well as with like-minded users from around

the world. Combining a powerful mobile platform with the expertise provided by a growing community of more than 120,000 members, Project Noah acts as a digital butterfly net for aspiring naturalists and backyard citizen scientists in more than 200 countries.

NatureGate service is based on a worldwide, patented species identification tool which identifies plants, trees and bushes, birds, fish and butterflies effortlessly. Tools for identifying mammals, mushrooms, ants, honey bees, rocks and minerals, grass and sedge plants, and Baltic Sea organisms are under construction as well. The company also manages a vast archive of high quality photos. Already available in eight languages, NatureGate is a global gateway to nature. Educational material, including interactive games tailored for learning levels ranging from elementary school to post-secondary school will be released in the future.

The Project Noah web service can be found at <http://www.projectnoah.org>

The NatureGate web service can be found at <http://www.naturegate.net>

Free versions of the applications can be found on the **AppStore** and from the **Google Play**.

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More information:

Mr. Sakri Viklund, Global Communications, NatureGate Ltd,
sakri.viklund@naturegate.net
Tel: +46 70 234 2881

Mr. David Munson, Education Director, Project Noah
dave@projectnoah.org
Tel: +1 (207) 763-2858