



Name:

Date:

Freerice

In 2007, John Breen, a professional computer programmer living in the United States, had a clever idea. Breen who is the father of two boys, wanted to create a website that help teenagers study. At the same time, he felt very concerned about the situations of hungry people around the world. He wanted to find a way for people, especially teens, to help solve the problem of world hunger without having to spend their own money. One day, he came up with a way to achieve both of these goals at once.

Breen's idea was to create a website which he called Freerice. This website contains a simple game designed to help young people learn more English vocabulary. A word is shown on the screen with four other words below it. The player has to choose the one that has the closest meaning to the first word. Each time the player answers a problem correctly, the website donates 10 grains of rice to the United Nations World Food Programme (WFP), an international organization that helps people suffering from food shortages. The amount of rice that a player succeeds in donating is shown on the site.

The donations of rice are paid for by charging companies a fee for putting advertisements on the site. Each time a correct answer is chosen, an advertisement appears below the problem. The companies agree to pay a small fee each time the advertisement is shown, and this money is then used to buy rice. When the player chooses the wrong answer, the right answer is shown. Later, the same problem is shown again to check whether the player has learned the word. In this way, the game both teaches those who play and helps people who need food.

From the beginning, the website has been very successful. Within a year, players were donating up to 100 million grains of rice a day. In 2009. Breen gave the website to WFP, which added many new subjects, such as math, foreign languages and literature as well as versions of the game in other languages. Breen and others believe that the secret of the site's popularity is that players enjoy not only trying to get a high score but also donating as much rice as possible.



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1. In 2007, John Breen wanted to
 - a. make more children in the United States interested in donating money.
 - b. let Americans know about the problem of hunger in poor countries.
 - c. teach English to children in poor countries around the world.
 - d. find a way for young people to both learn and help others.

2. What do we learn about the website called Freerice?
 - a. It has been teaching children in developing countries how to farm rice.
 - b. It gives food to people who answer the most questions.
 - c. It can be used to provide food to an international charity.
 - d. It was created by the United Nations World Food Programme.

3. How does Freerice earn money for its activities?
 - a. By allowing companies to sell their games on its website.
 - b. By asking players to buy rice in order to use the website.
 - c. By charging players a small fee every time they make a mistake.
 - d. By showing advertisements when players answer correctly.

4. The United Nations WTP
 - a. put games for more subjects onto the site and made it available in more languages.
 - b. gave as much rice as possible to countries that had teams competing on Freerice.
 - c. produces more than 100 million grains of rice a day and gives it to the poor.
 - d. has started giving an award to the player who visits the website the most.

5. Which of the following statements is true?
 - a. The games that Breen created for Freerice were not very popular with teenagers at first.
 - b. The idea for Freerice was first thought of by two boys who were living in the U.S.
 - c. Some people think Freerice is successful because its users can enjoy helping people.
 - d. Charities get donations even when visitors to Freerice website do not play the games.