

QUACKENWORTH AMONG WINNERS OF LITERACY COURSEWARE CHALLENGE

The Educational Company Will Receive a \$25,000 Grant to Help Improve Reading and Writing Skills

LOS ANGELES – Quackenworth has announced that it has been selected as one of the winners of the [Bill & Melinda Gates Foundation Literacy Courseware Challenge](#). The competition, which included innovative educational and technology companies, non-profits, and entrepreneurs, called upon the competitors to develop ideas for personalized, web-based solutions that help students master the Common Core State Standards in literacy. Quackenworth was one of 10 companies chosen for the [Minimum Viable Product \(MVP\) category](#).

“We look forward to creating a solution that revolutionizes writing instruction for students and teachers,” said Quackenworth CEO, David Hollaway. Quackenworth will receive a \$25,000 grant to develop a prototype and product roadmap for a web-based product that improves the literacy and writing skills of students in grades 4 through 8.

“This new venture will allow us to address a nationwide problem that we are passionate about solving. By providing children with strong writing skills, we can encourage them to reach their fullest potential both personally and professionally,” Hollaway added.

Quackenworth currently has a wide selection of digital learning tools and apps designed to help kids with literacy skills including, *Vowel Stories for Beginning Readers*, the *Witty Bitty Bunch* and *Remix Series* (*The Three Little Figs*, *The Gingerbread Scam*, *Silly Goat’s Bluff*), to name a few. The company currently has 18 apps on [iTunes](#) and [Google Play](#). Recently, Quackenworth products were featured on an episode of the docu-series, “*Raising Whitley*” on the OWN Network as well as in a Whirlpool commercial.

About David Hollaway | Founder and CEO of Quackenworth

[Quackenworth](#) founder and CEO David Hollaway has been the driving creative force behind the company’s success. Since founding the company in 2005, he has written and illustrated 16 different children’s books, designed numerous math, science, and writing instructional workbooks, and created 18 children’s apps. The company distributes its apps on [iTunes](#) and [Google Play](#).

Prior to Quackenworth, Hollaway spent three years at a Los Angeles-area digital encryption company where he served in senior management working on corporate and product strategy. As part of his role, Hollaway led an engineering/product design team and contributed to the company’s strategic consumer market initiatives. Early in his career, he served as an elementary and secondary educator in the Los Angeles Unified and Compton Unified school districts, respectively. Hollaway has also worked in sales for RJR Nabisco (now Kraft Foods) and Pfizer.

A native of Los Angeles, Hollaway is a graduate of Los Angeles Crenshaw High School and the University of California, Irvine. He earned a master’s degree in computer-based education from CSU Dominguez Hills and an MBA in finance from Loyola Marymount University.

About Quackenworth

Quackenworth is a children’s education and media company that specializes in publishing children's books, apps, educational curriculum, teacher management software, and online educational tools. Quackenworth is located in Culver City, California. Quackenworth’s mission to develop fun products that teachers and parents can use to educate and enrich the lives of children and young adults.