

Knowledge Probe Inc. releases the Discover Aurora game.

September 3, 2013

Aurora, Ontario – Knowledge Probe Inc., a local .TEL technology solutions provider and educational game developer, announced today the launch of Discover Aurora, (www.DiscoverAurora.ca), a “shop local” game easily accessible via any web-enabled device, smartphone or traditional desktop computer.

Playing the game is easy. Consumers are asked questions and visit local business websites for the answers in a chance to win prizes. Through mobile-friendly, .TEL technology, it is a fun way for residents to learn more about local merchants just by playing online. No app is required.

Discover Aurora is a novel **Play – Explore – Learn – Win** marketing concept. Consumers **play** Q&A games, **explore** local business websites, **learn** about products and services and get a chance to **win** free prizes. Participants log in daily at www.DiscoverAurora.ca to qualify for weekly prizes ranging in value from \$12 to \$450. To encourage in-store visits, bonus points are earned by players who actually visit stores in order to get a secret bonus word.

Merchants benefit from the increased online exposure as players gradually learn more about their products, services and deals in their quest for answers to questions such as:

- *“which of these websites has a phone number whose digits add up to 37 ?”*
- *“search coupons on these sites for the 2011 Movie entitled Dream H*****”*
- *“which business likes to get things ‘straight’ ?”*

Currently, 60 merchants are each offering a prize along with interactive deals and coupons. As an added bonus, businesses showcase their interactive coupon or deal on the map at www.AuroraDeals.ca. Local community groups are free to add banners into the game. The game will run until December 31, 2013 but is expected to continue on a year-round basis as more merchants get involved.

Patented .TEL website technology helps facilitate real-time question generation from standardized website (DNS) content, both of which are integral parts of the game.

Knowledge Probe anticipates that the Discover “Your Town” concept will be duplicated by other towns and municipalities looking to expand their local economies and would be pleased to work with other communities to broaden their economic reach.

About Knowledge Probe Inc.

Knowledge Probe Inc. creates mobile-friendly .TEL websites, provides free .TEL tools and administers unique online games such as Word Rotation and Tweet Quiz. By combining games with new technology, they have delivered a new marketing vehicle.

To learn more about Discover Aurora, please contact:

Mark Kolb, Director

All contact information is at www.DiscoverAurora.tel and www.Mark.tel .

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Discover AURORA Game

Play Games On-Line. Discover Aurora Businesses. Win Prizes. Shop Local.
Participate in building Canada's first mobile-centric community.

Play the Games Explore a website Learn about the merchant

**PLAY EXPLORE LEARN
WIN PRIZES!**

- Get Started
- Coupons and Deals
- Please Explain
- Amazon Kindle Giveaway
- Register your Business
- Register Your Non-Profit or Community Group
- Help us with Aurora Trivia

Discover AURORA Game

Week 33 August 18 - August 24 (7 days before prizes)



York Region Info, you are logged in as york_region from Aurora Ontario Canada. [[Logout](#)]

Hide Your Challenge

Today's Challenge
2 of 10

Point Value
14,000

Your Score for the Week
14,000



UNSCRAMBLE these letters into the mystery word.

W H A Y R D A

Search the sites below for your answer.

ANSWER:

One of these sites contains the mystery word.



(When you click an icon above, the website will appear in a separate browser tab.)

If you don't like this challenge [[Get Another One](#)] at a cost of 500 points!



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www.HOMES.tel

Coupons & Local Deals

List of Prizes

UNCOVER AURORA



48200

Aurora Now, the mystery word is found at feelrighthealth.tel

What's the hidden word?

Go

Click beneath: Historical Poster

	FARMERS!		
	BEWARE!		
	The enemies of the King and the people, --- of the		
	CONSTITUTION,		
	AND		
	SIR FRANCIS HEAD		
	DAY AND NIGHT SPREADING		
	LIES		
	They say Sir Francis Head is recalled		
	Head is NOT recalled, but is supported		
	and his Ministers.		
	They say TITHES are to be claimed in Upper Canada,--		
	Tithes are NOT to be claimed in Upper Canada says		
	a permanent Act of Parliament.		
	FARMERS		
	Believe not a word that these Agitators say, but think for		
	yourselves, and SUPPORT SIR FRANCIS HEAD , the friend		
	of Constitutional Reform.		