



# 30 Years of 24<sup>®</sup> Game

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timeline

math without fear

the answer is 24

and then there were more

24game.com

first in math

the next 30



## math without fear

Without fear, children naturally take action, explore, think mathematically, learn, grow and build a love for math that lasts a lifetime. Confident that teaching children math basics without fear was a game-changer, engineer and entrepreneur ROBERT SUN unveiled the Single Digits edition of the 24<sup>®</sup> Game in 1988.





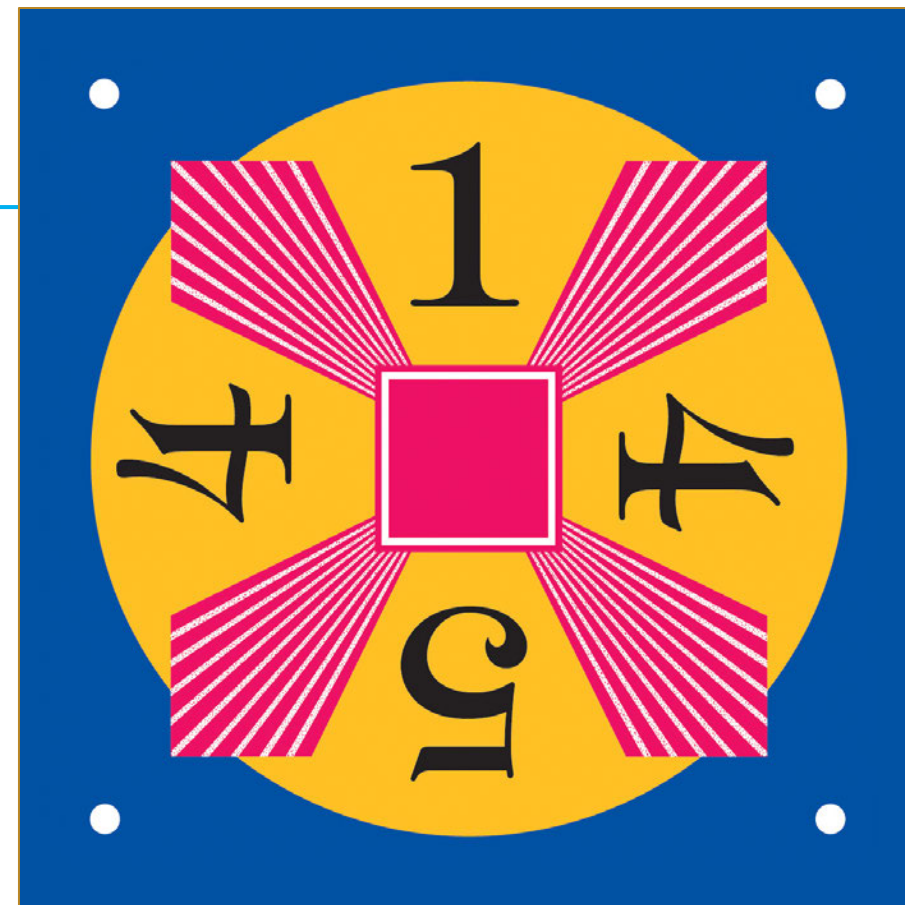
the answer is 24

Sun's revolutionary approach alleviates a classic brand of math anxiety—getting the right answer—and instead puts emphasis on the process, patterns and method behind the math.

$$4 \times 5 = 20$$

$$4 \times 1 = 4$$

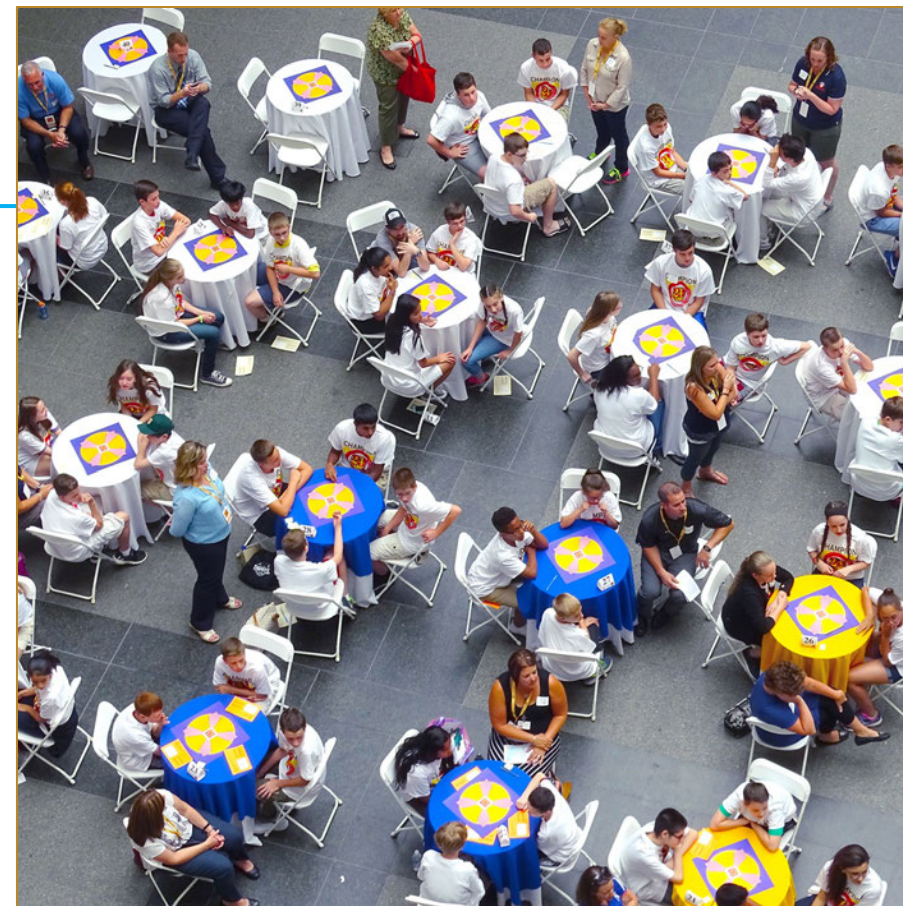
$$4 + 20 = 24$$





## and then there were more

The 24<sup>®</sup> Game lineup quickly expanded from one edition to nine, and a grassroots marketing strategy known as the 24 Challenge<sup>®</sup> provided games to U.S. classrooms, where their universal appeal to students from diverse economic and social backgrounds made them an instant success. These tournament-style events continue to excite schools and activate entire communities today.







## 24game.com

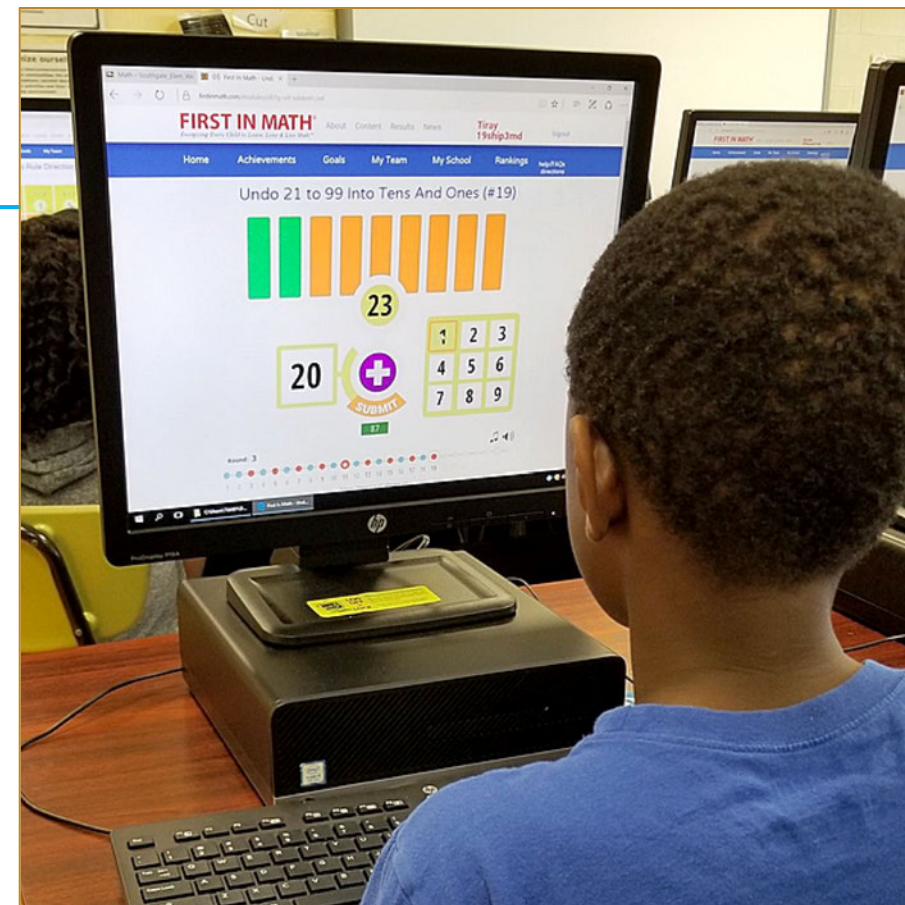
The next logical step – [www.24game.com](http://www.24game.com) – would soon follow. A clearinghouse for all things 24, the site makes creating a seating arrangement for a 200-student 24 Challenge® event as easy as purchasing games and incentives or downloading classroom activities or certificates.





## first in math

In 2002, Sun launched First In Math® Online, the first fully web-based program of its kind. The site includes 24 exclusive editions of the 24® Game. First In Math's systemized, self-directed practice approach is designed to address one of our nation's most immediate and important challenges—how to more effectively teach mathematics.





to the next 30...

Thirty years in, the future of the 24<sup>®</sup> Game is bright, and our company, SUNTEX INTERNATIONAL, remains dedicated to shifting the way we, as a society, feel about mathematics.

*Robert Lum*





# 30 Years of 24<sup>®</sup> Game

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Anniversaries are a time to reflect, a time to honor the past, and a time to look toward the future.

As we celebrate the success and popularity of the 24<sup>®</sup> Game over the past three decades,

we are really celebrating YOU! Earn special merchandise & prizes

throughout 2018 — follow our social media accounts for

updates and contest information.