



Beginner / Intermediate



RED PLANET
FARMING

Ag for Life

PARTICIPANT
PACKAGE

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MISSION TO MARS
An Escape Mail Case Study



**How an Alberta nonprofit
enhanced their educational
programs and skyrocketed
their reach by creating an
Escape Mail experience**

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“The addition of the Mobile Escape program has not only opened the door to bringing vital safety education programming to **a larger audience**, it has also opened the door to new revenue opportunities for our charity through **sponsorship and program registration fees**. This is vital to ensure the sustainability of the program for the long term.”

- Luree Williamson,
CEO, Ag for Life

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About *Ag for Life*

Ag for Life is a charitable organization that promotes agriculture, food, health, and safety education for youth. They provide critical, potentially life-saving rural and farm safety education to children and youth in Alberta, Canada, where unintentional agricultural injuries are common (but avoidable with awareness and education).

Ag for Life

Challenges

- How do you engage youth with difficult topics?
- COVID-19 lockdowns upended in-person programs
- Sudden need for a way to engage youth virtually

Solution

- Customized escape experience designed to fit the existing content and resources
- A creative concept that connects farm safety messaging to a relevant and engaging subject material
- Collaborative design and testing process

Results

- This new virtual experience has expanded Ag for Life's reach
- Flexible design made it possible to adapt to specific age groups
- Engaging youth in fun, safety-focused education

The Facts *(Just the highlights)*

Challenges

In-person educational programs got sidelined by COVID-19 lockdowns

Until 2020, Ag for Life had partnered with schools and other organizations across the province of Alberta to offer in-person youth safety programming. In 2019, they co-created an in-person escape room experience with Mobile Escape to enhance their existing safety trailer programming, and were just about to launch the mobile classroom when COVID lockdowns hit.

Corrine Babb, Safety Program Coordinator at Ag for Life, remembers,

“In April of 2020, we were about to launch our safety classroom with an escape room element to it. We had a classroom event scheduled for the very next day, when restrictions were called, and businesses were asked to shut down.”

Ag for Life knew they had to pivot their delivery model in order to continue to share their youth safety programs in an engaging way. But without being able to use their in-person mobile classroom, it was a question of how.

“We had to approach the delivery of the program in a unique way,” Corrine says. “Nobody knew at that time what things were going to look like.”

On farms and in rural settings, people are often working where they live, and the work doesn't stop when it comes to caring for animals or keeping the food supply going, even in a pandemic. Everyday life involves working around very real safety hazards, and children and youth in rural settings can be exposed to risk by nature of being there. Ag for Life's education to help prevent and lessen injury couldn't stop either.





Solution

Farming on Mars was a creative theme to deliver Ag for Life's curriculum

Unable to deliver in-person programming, Ag for Life had to get creative. They worked with the team at Mobile Escape to see what creative solutions they could design that would facilitate the delivery of programming in a fun and engaging way given pandemic restrictions. After a few months of successfully sending multi-episode tabletop escape room games all over the world, Mobile Escape was up for the challenge and eager to collaborate with Ag for Life. Ag for Life brought a few ideas for translating the safety programming


“We were excited to build out the program with Mobile Escape. We brainstormed for some new ideas.” Corrine remembers, **“How could we do something really fun that would resonate with rural youth?”**

to an engaging independent, in-person experience. After a series of collaborative brainstorming sessions with Mobile Escape, the idea was born — farming on Mars.

“From that point,” Corrine says, “Mobile Escape ran with it. They provided lots of options and check-in points. They really took the creative to another level.”

Once the concept was created, Ag for Life collaborated with Mobile Escape to thoroughly test the game with a youth focus group before its official launch.

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**“start with
a captivating
theme...”**

farming on mars

Futuristic. Exciting. High-tech. Relevant.

Inviting students - challenging them - to use their Earth-based knowledge and apply it to a Martian concept will both demonstrate mastery of the subject material while engaging - even enticing them - to succeed.

Solution cont'd

“deliver it in a strategic format”

hook:
video

1

The experience begins with a compelling video intro for the whole class. The video is a commercial from a space agency enlisting help to farm on Mars. The commercial is aspirational and makes the task clear and compelling.

engage:
envelope

2

A small group of students are given an envelope - the contents of which form the bulk of their interactions. The envelope contains information on agricultural safety as well as manipulatives and things to “do”.

affirm:
portal

3

As puzzles are solved, the answers are inputted on a web portal. The teacher inputs the answers and guides the experience, with each correct answer progressing the class through the learning modules.

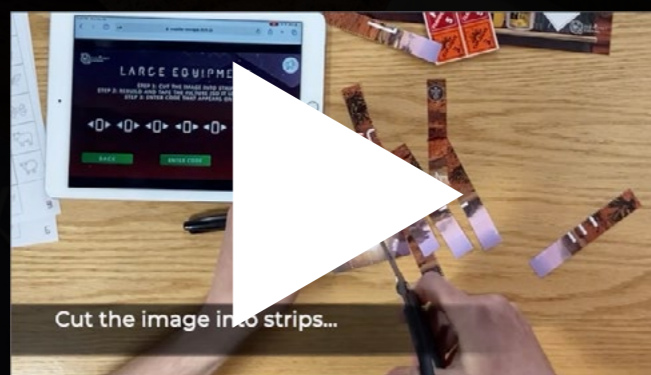
reward:
prize

4

Every good game has a rewarding conclusion, and in this case, the students succeed and are given a ticket to Mars! They will join the first farming crew on the Red Planet and implement agricultural safety protocols.

Solution cont'd

How Mission to Mars Escape Mail works:



Watch the unboxing



When a group registers for Mission to Mars Escape Mail, the packages are mailed directly to the facilitator, who can then lead the tabletop activity. The group can progress through the game as a whole, or participants can pair up to progress independently through the Mission to Mars online portal.

Corrine details the physical and online elements of the customized Escape Mail package: **“There’s a facilitator guide that gives step-by-step instructions for whomever is implementing the game, (the teacher or group leader). And then a separate package containing the materials — the game puzzle pieces for the participants. And the third element is an online portal that is interactive between the participants and the facilitator.”**

As participants work their way through the modules (learning about rural and farm hazards to keep themselves “safe”), they earn their own Ticket to Mars!

Solution cont'd

Solution cont'd



**“Mobile
Escape really
took the
creative to
another level.”**

- Corrine Babb
Safety Program Coordinator



Solution cont'd



Results

“Our reach has gone through the roof.”

By co-creating an Escape Mail experience with Mobile Escape, Ag for Life found a way to reach and excite their youth target market during lockdown and beyond. Traditional barriers to access no longer apply — they can now reach people across the entire Canadian province of Alberta, where Ag for Life is located.

“It’s taken us in a new direction that we wouldn’t have ever planned for,” Corrine reflects. **“By having something deliverable in the mail, our reach has gone through the roof.”**

Ag for Life plans to continue providing the Mission to Mars program post-pandemic. They’re already thinking about how to engage additional youth with similar types of Escape Mail programs.

“This is going to give us an opportunity to really broaden our scope

in a different way. We’re classroom specific at the moment, but we’re looking to grow into other areas that we wouldn’t normally have reached. For example, this is a perfect activity a summer camp could do on a rainy day.”

Luree Williamson, CEO of Ag for Life, credits Mobile Escape with enhancing their safety program for the long term. She says, “The addition of the Mobile Escape program has not only opened the door to bringing vital safety education programming to a larger audience, it has also **opened the door to new revenue opportunities for our charity through sponsorship and program registration fees.** This is vital to ensure the sustainability of the program for the long term.”

Corrine marvels at the ability of a creative game like Mission to Mars to teach youth safety lessons. “By using the fun of the game, youth are instantly engaged in learning about rural and farm safety while solving puzzles.”



“Creating Mission to Mars Escape Mail turned out to be even more than just a solution for remote education — **it’s an enhancement.** Ag for Life can now create and distribute inspiring, engaging programs that are **not limited by geography.**”

How much could you amplify your reach with a custom Escape Mail experience?

Find out more about custom Escape Mail design, see how we could create a game for your audience, and get a sample of the Mission to Mars experience.

Call us at 403.816.8350

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