



## New app helps parents with summer reading.

Vancouver, BC – July 17, 2014– Rival Schools and publisher Loud Crow Interactive today released *The Little People*, the third standalone storybook app in the award-winning Bramble Berry Tales series.

Parents can choose to hand over their mobile devices to their kids with a fully narrated, voice-acted storybook app. Designed for young readers, simple touch interactions encourage kids to explore the screen. They are rewarded with effects that range from jiggly characters and sound effects to puffs of flour that pepper the screen. Unlike other story apps that focus on gaming elements, *The Little People* emphasizes education through reading and visual storytelling. Readers join kids Thomas and Lily in the story as they encounter the Maymaygwaysiwak, a group of mysterious and mischievous people from the forest.

### Features

- New and original story world
- Multiple reading modes: Read to me, Autoplay, Read Myself
- Inspired by traditional Indigenous language and oral history
- Learn vocabulary and language: Experience the story in English, French, Spanish, and Cree
- Educational word highlighting and definitions for young readers
- Touch, tilt & slide to bring the story to life

### Pricing and Availability

Available in the Apple App Store for \$2.99: <http://bit.ly/1t3oMwy>

Launching on Google Play later this month.

### About Rival Schools

Headquartered in Vancouver, with an affiliate office in Toronto, Rival Schools is an award winning, all-in-one, digital creative studio. Visit [www.rivalschools.tv](http://www.rivalschools.tv), follow @rivalschools on Twitter, or call toll free 1.888.748.2572.

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### Additional Information

A limited number of Promotional Codes are available to media. Please contact Roy Husada at [roy@rivalschools.tv](mailto:roy@rivalschools.tv). Visit [www.brambleberrytale.com/presskit](http://www.brambleberrytale.com/presskit) for screenshots, icons, and other media.