



Tickle Tap Apps

Active Preschoolers Laugh and Learn with Tickle Tap Apps

Games now available for download onto your iPhone or iPod Touch

Toronto, ON (9 November 2009) - Say goodbye to your child asking “Are we there yet?” and hello to backseat giggles and squeals of laughter. zinc Roe is proud to announce the launch of Tickle Tap Apps www.TickleTapApps.com, a series of age-appropriate and portable educational games preschoolers can play anywhere.

These outstanding apps for the iPhone and iPod Touch are a perfect way to keep young travelers ages three to five happy and occupied during small adventures to the grocery store or big adventures on family holidays. Four adorable and eye-catching characters—**Jinja the cat**, **Harvey the dog**, **Robin the bird** and **Fins the fish**—star in the collection, inspiring preschoolers to laugh and learn at the same time.

Tickle Tap Apps are specifically designed help preschoolers **practice key skills and learn about sounds, numbers, colors, patterns and shapes**. They are simple, intuitive (kids play just by tapping the screen) and created in consultation with leading preschool education researchers.

“Developmental research shows the iPhone is an excellent platform for preschool learning,” says Jason Krogh, zinc Roe’s founder and director. “Tickle Tap Apps are original, amusing, easy to use and tested by kids.”

The first three apps in this series of ten are now available on the iTunes App Store:



Sound Shaker is a delightful and hilarious sound-making game. Children create and play with chime, whistle, drum, barnyard animal and mystery sounds simply by tapping and tilting. Robin the bird makes a special guest appearance.



Count Caddy Count Caddy makes counting rewarding. Children count by ones with Jinja the cat and quickly progress to counting by twos with Robin the bird and counting by threes with Harvey the dog.



Sort Slider Sort Slider is a mesmerizing shape matching game. Children tilt the device to match objects with silhouettes while Harvey the dog pops up for plenty of encouragement.

Tickle Tap Apps retail for \$1.99 each on the iTunes App Store.

Go to **www.TickleTapApps.com** to view video demonstrations of the apps, hear feedback from preschool users and their parents, download screenshots and access additional resources.

zinc Roe is an award-winning, independent studio specializing in creating engaging websites, games and activities for kids and youth. Our clients include Family Channel, National Geographic Kids, Noggin, Scholastic, TVOKids and the Vancouver 2010 Olympics. Flexibility, attention to detail, and a commitment to effective use of technology are zinc Roe’s strengths, and we spend a great deal of time, care and attention researching, designing, developing and testing our apps. We are an enthusiastic team with a strong network of illustrators, musicians, writers and content experts who all love working with kids.

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