

The Adventures of Timmy: Run, Kitty, Run Wins a Webby

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CB Labs today is proud to announce The Adventures of Timmy: Run, Kitty, Run Wins the Prestigious People's Voice Webby Award. The Adventures of Timmy came out in an early lead & kept the streak up right through the end. The game tells the tale of a young school boy named Timmy who wears a cat suit to school one day. While all the other kids on the playground make fun of Timmy, one girl named Kitty tries to befriend him. Timmy must find a way to stop Mitch and get Kitty back safe and sound.

Sacramento, California - 2012 has been good to CB Labs, the small indie developer firm who put out their first game The Adventures of Timmy: Run, Kitty, Run last October. The firm itself is an incubation division of Crossborders, a digital content studio. Since its release the game has seen a lot of success, with ratings in the App Store consistently in the 4.5 stars range (out of 5) and being nominated for a plethora of different awards.

Yesterday, however, came the crowning achievement for the title to date. After a two week voting campaign open to the public, The Adventures of Timmy came out in an early lead and kept the streak up right through the end.

"We were humbled by the response," said Crossborders CEO Brian Edelman on receiving the news. "We're incredibly passionate about the quality of the game, we love it and we love the fact that so many other people seem to love it as well".

The game itself tells the tale of a young school boy named Timmy who wears a cat suit to school one day. While all the other kids on the playground make fun of Timmy, one girl named Kitty tries to befriend him. Unfortunately, Mitch, the school's bully, has already taken a liking to Kitty and kidnaps her. Timmy must find a way to stop Mitch and his minions and get Kitty back safe and sound.

Previously CB Labs has partnered with DoSomething.org to help raise awareness on teen bullying in schools. The goal was to get teens to fill out a short survey on Facebook, whose results will be shared at the school, district, and state level. In addition the game itself had been updated to include anti-bullying tips.

About Rain:

Rain is an internationally recognized and awarded digital creative software agency dedicated to providing clients with solutions that allow their customers to connect with them wherever they are through the web, desktop, or mobile. Clients include HP, Google, Ancestry.com, Sony Music, Universal Music, Hess, Corona, Adobe and Skullcandy.

Device Requirements:

- * iOS 4.1 or later
- * iPhone, iPod Touch and iPad
- * 97.5 MB

Pricing and Availability:

The Adventures of Timmy: Run Kitty Run 1.3.1 is \$1.99 USD (or equivalent amount in other currencies) and available worldwide exclusively through the App Store in the Games category.

CB Labs:

<http://crossborders.tv/work/cblabs-rkr>

Rain:

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

<http://www.mediain.com>.

Download from iTunes:

<http://itunes.apple.com/app/adventures-timmy-run-kitty/id465967665>

Purchase and Download:

<http://itunes.apple.com/app/adventures-timmy-run-kitty/id463104059>

Screenshot:

<http://a1.mzstatic.com/us/r1000/083/Purple/v4/8c/44/65/8c4465a6-2d14-a6d0-21a3-a244d2b36beb/mzl.nyiwedka.320x480-75.jpg>

App Icon:

<http://a5.mzstatic.com/us/r1000/106/Purple/v4/e9/67/b8/e967b82f-7cd6-b0a2-8052-8948b79505ad/mzl.mtsdyfs.175x175-75.jpg>

In 2010, Crossborders created a subsidiary CB Labs for the sole purpose to create creative intellectual property in the digital products category. Leveraging smart phone and tablet distribution outlets CB Labs has launched its first iPhone/iPad game The Adventures of Timmy: Run Kitty Run. Copyright (C) 2010-2012 Crossborders. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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