

HealthTeacher Creates Anti-Bullying Mobile Game Awesome Upstander!

Published on 08/21/12

HealthTeacher has released Awesome Upstander!, a fun mobile game that teaches kids how to stand up to bullies in a safe and positive way. Filled with challenges, levels, hidden objects and fun sound effects, Awesome Upstander! is designed to engage kids just like other popular interactive games while promoting social good. The app offers a highly entertaining play experience for kids while teaching them they have the power to diminish bullying by banning together as upstanders.

Nashville, Tennessee - To proactively address the growing bullying epidemic in the U.S., HealthTeacher, the interactive leader in youth health, has created Awesome Upstander!, a fun mobile game that teaches kids how to stand up to bullies in a safe and positive way.

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Dr. Susan Lipkins, child psychologist and leading expert in the development of Awesome Upstander!, believes playing this game can set the standards for teaching elementary-aged kids how to be an upstander, a person who knows how to intervene in a bully situation in a safe and positive manner. The game reinforces the concept of respecting and protecting others. Learning these skills during the elementary years will diminish the severity and frequency of bullying during the middle school years when it is at its peak.

"This game is perfectly placed in terms of the child's social and emotional development," Dr. Susan Lipkins said. "It teaches kids, in a meaningful way, how to make a difference. This is the first game that reinforces pro-social behavior in an age-appropriate way."

Bullying most often occurs where adult supervision is low or absent: schoolyards, cafeterias, bathrooms, hallways, and stairwells. According to the U.S. Department of Justice's "Bullying in Schools" report, only 10 to 20 percent of non-involved students provide any real help when another student is victimized.

"Awesome Upstander! is evidence that we can make learning about the serious issue of bullying both educational and highly entertaining," said Scott McQuigg, CEO of HealthTeacher. "HealthTeacher is harnessing the power of interactive devices and gaming to address the important physical, social and emotional health issues affecting our kids."

Filled with challenges, levels, hidden objects and fun sound effects, Awesome Upstander! is designed to engage kids just like other popular interactive games while promoting social good. At the Awesome Upstander! website, teachers can download supporting material for their classroom, and parents can download resources for teaching their kids about upstanding at home.

"Awesome Upstander! offers a highly entertaining play experience for kids while teaching them they have the power to diminish bullying by banning together as upstanders," said John Herbold, VP Product of HealthTeacher. "Kids tell us Awesome Upstander! is fun to play, and parents say it gives them peace of mind knowing their children are learning how to deal with an issue affecting the emotional and physical safety of their kids."

Device Requirements:

- * Compatible with iPad
- * Requires iOS 4.2 or later
- * 37.6 MB

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

Pricing and Availability:

Awesome Upstander! can be purchased in the Apple App Store in the Games category or Google Play for \$.99 (USD), or played online.

Health Teacher:

<http://healthteacher.com>

Awesome Upstander!:

<http://awesomeupstander.com/>

Purchase and Download (iPad):

<http://itunes.apple.com/app/awesome-upstander!-hd/id548928986>

Purchase and Download (Google Play):

<https://play.google.com/store/apps/details?id=com.healthteacher.upstanders>

Screenshot:

<http://a1.mzstatic.com/us/r1000/071/Purple/v4/68/a4/65/68a4658e-67cf-1759-d935-45c23b656713/mzl.xjcshiib.480x480-75.jpg>

App Icon:

<http://a2.mzstatic.com/us/r1000/077/Purple/v4/29/1d/53/291d5334-65af-bf5c-ac16-754117154378/mzl.nozgswso.175x175-75.jpg>

HealthTeacher is the interactive leader in youth health, creating games, apps, and educational resources to make health awesome for kids. HealthTeacher's research-based products are designed to get kids moving and to develop healthy behaviors that last a lifetime. Reaching over 6 million kids through its fast-growing network of 11,000 schools, HealthTeacher's interactive products are used by teachers, parents, and kids to address important youth health issues, including physical activity, nutrition, and social and emotional well-being. Copyright (C) 2012 HealthTeacher. 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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