

## Unicorn Rush for iOS is Now Free to Play

Published on 10/11/12

Mind Juice Media today announces that their popular iOS game, Unicorn Rush, is now Free to Play. Unicorn Rush surrounds the player in a graphically stunning twilight world where they control the Unicorn with responsive touch controls. Guide the Unicorn across the night sky from one floating island to the next, and try to avoid plummeting into the icy waters below. Players collect Unicoin as they play, which can be used to unlock new Unicorn characters, extra music tracks and other surprises.

Surrey, Canada - Mind Juice Media today announces that their popular iOS game, Unicorn Rush, which was previously \$0.99, is now Free to Play. The latest version of the game is now available for download at no cost from the iTunes App Store. Since its release a few months ago, Unicorn Rush has been hailed as a magical and engaging experience that is much more than just another running game.

Unicorn Rush surrounds the player in a graphically stunning twilight world where they control the Unicorn with responsive touch controls. Guide the Unicorn across the night sky from one floating island to the next, and try to avoid plummeting into the icy waters below.

There are rocks and crystals to avoid or shoot with magic fireballs, magic mushrooms to collect, which cast powerful spells, and quests to complete which permanently increase the player's score multiplier.

Players collect Unicoin as they play, which can be used to unlock new Unicorn characters, extra music tracks and other surprises. Players can also earn free Unicoin just by telling their friends about Unicorn Rush on Twitter and Facebook.

Mind Juice is currently working on a major update for Unicorn Rush that includes new levels, as well as support for the larger screens on the new iPhone 5 and the 5th generation iPod touch. The update is expected to be released later this month.

### Device Requirements:

- \* iPhone 3GS, iPhone 4, iPhone 4S, iPhone 5, iPod touch and iPad
- \* Requires iOS 4.2 or later
- \* 37.7 MB

### Pricing and Availability:

Unicorn Rush 1.0 is currently Free and available worldwide exclusively through the App Store in the Games category.

### Mind Juice Media:

<http://www.mindjuice.net>

### Unicorn Rush 1.0:

<http://www.unicornrush.com/unicornrush/unicornrush.html>

### Download from iTunes:

<http://itunes.apple.com/app/id457353366>

### YouTube Video (Gameplay):

<http://www.youtube.com/watch?v=1xR6G5eq9dc>

### App Icon:

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

<http://www.mindjuice.net/unicornrush/UnicornRushIcon512x512.png>

Press Kit (ZIP):

<http://www.mindjuice.net/unicornrush/UnicornRushPressKit.zip>

Located in beautiful Vancouver, British Columbia, Canada, Mind Juice Media Inc. is an independent software development company founded in 2009, whose goal is the creation of innovative new games and apps for the iPhone, iPod touch and iPad platforms. Copyright (C) 2009-2011 Mind Juice Media Inc. 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.

###

Ken Carpenter  
President  
604-537-5349

[ken@mindjuice.net](mailto:ken@mindjuice.net)

\*\*\*\*\*

Link To Article: <https://prmac.com/release-id-49179.htm>

\*\*\*\*\*