

Obama and Romney Both Get 'Bashed' by Voters Yielding iPhones

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Clever Fox Software announces Bash the Vote 1.10 for iOS. Candidates duck for cover as passionate citizens let digital mallets fly in this new mobile app that allows pollsters to measure the national mood while voters release their pre-election steam. In the spirit of a fast-paced carnival game, players around the country cast their votes with digital mallets. All votes are added to a National Bash Tally that determines Clever Fox's charitable donation to a candidate's wife's affiliated charity.

Orlando, Florida - Clever Fox Software is pleased to announce the immediate availability of its new mobile application Bash the Vote 1.10. Bash the Vote operates as a live national poll as users around the country cast their votes with 'bashes' to determine the overall election result. The concept is very straightforward and similar in style to a fast paced carnival game. The player must whack the moving head of the candidate they don't like with a mallet while avoiding their presidential pick. There are 30 seconds on the clock to vote with the hammer as many times as possible while the White House hopefuls duck for cover. At the end of the game all of the players bashed votes are added to the 'National Bash Tally' which tracks the running totals from around the country.

"We were really surprised to suddenly see our little poll getting so much user attention." said Clever Fox developer A J OToole. "That's what we love about developing for mobile - you can come up with an interesting little social experiment, put it out there and just see what happens."

"For the expert bashers we added a 'Bonus Bash' feature to unlock extra time." said developer Phil Bias. "As with anything political we have some very passionate players on both sides of the fence. One individual player has already bashed President Obama close to 50,000 times and logged countless hours of gameplay just to support his candidate". An Apple Game Center leader board displays high scores and allows players to compete online. The 'National Bash Tally' is fast approaching 1 million bashed votes with just weeks left until election day.

As well as being independent developers the Clever Fox team are also independent voters. The main menu displays a countdown to election day, and a large Remember to Vote button links out to an information page on how to register and vote in the upcoming presidential election. The team say that beneath the bashes and bruises the app carries a simple reminder "'Bash the Vote' demonstrates true power in numbers as each citizen whacks away for their candidate. Similarly we feel that everyone should make a strong effort to vote for the next President on November 6th and participate in the process wherever possible."

A Twitter feed allows players to continue to track the poll and tweet comments after their bashed votes have been submitted. The 'National Bash Tally' will stop counting bashes at midnight on election night. After the final bash is tallied and the Bash the Vote winner is officially announced on Twitter, Clever Fox plans to make their own version of a campaign donation. A Bash the Vote win for Obama will mean a charitable contribution to his wife Michelle's childhood obesity initiative Let's Move. A win for Romney will see the donation go towards an equally good cause, The National Multiple Sclerosis Society, of which his wife Ann Romney is an active board member.

Device Requirements:

- * 3/4/5 Gen iPhone, iPad, or 3/4/5 Gen iPod touch
- * Requires iOS 5.0 or later
- * Universal app optimized for display on all iOS devices
- * 32.9 MB

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Pricing and Availability:

Bash the Vote 1.10 is free and available worldwide through the App Store in the Games category. It is also available for Android.

Bash the Vote 1.10:

<http://www.bashthevote.com>

Download from iTunes:

<https://itunes.apple.com/app/bash-the-vote/id562371840>

YouTube Video:

<http://www.youtube.com/watch?v=NB0uuHQPTJc&feature=youtu.be>

Screenshot 1:

<http://www.bashthevote.com/screen-shots/ipad-hero.html>

Screenshot 2:

<http://www.bashthevote.com/screen-shots/ipad-beauty.html>

App Icon:

<http://a1.mzstatic.com/us/r1000/109/Purple/v4/0d/b5/ef/0db5ef55-9bb9-5e95-0991-0a85c843166f/mzm.zetchqul.175x175-75.jpg>

Clever Fox Software is an independent software development studio based in Orlando, Florida. The company specializes in crafting innovative games and apps for mobile devices. The Clever Fox team are all self confessed geeks, coming from backgrounds in 3D animation, television post production and graphic arts. When the mobile game boom happened they were excited by the possibilities and decided to quit their day jobs and form an independent studio. Their philosophy is to make the games they enjoy playing and to add a high polish to their Apps using the skills they honed in the 3D Animation and Broadcast Design industries. Copyright (C) 2012 Clever Fox. 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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