

## **Budge Studios Unveils Strawberry Shortcake Card Maker DressUp App on iOS**

Published on 11/20/12

Kids-apps powerhouse Budge Studios releases their latest title fresh from the fields of Berry Bitty City. Join Strawberry Shortcake and her friends in her first ever Dress Up Card Maker app by mixing and matching fresh-and-fruity outfits, endless accessories and animated stickers, borders and backgrounds. The custom creation can then be saved and turned into a digital greeting card to send to friends and family. The app brings endless entertainment to the brand's newest generation of fans.

Montreal, Canada - For over 30 years, Strawberry Shortcake has been a classic favorite for many young girls around the world, appearing on everything from greeting cards to dolls, to TV series and now on the iPhone, iPad and iPod touch. Now Budge Studios and American Greetings Properties, the intellectual property and outbound licensing division of American Greetings Corporation (NYSE: AM), announce the release of the free "Strawberry Shortcake Card Maker Dress Up" app.

Dress up Strawberry Shortcake, her berry best friends or even upload a photo to dress up in full outfits, endless accessories, animated stickers, borders and backgrounds. The custom creation can then be saved and turned into a digital greeting card to send to friends and family.

Joining Strawberry Shortcake are her friends Cherry Jam, Lemon Meringue and Orange Blossom. Players can stop by the dress shop to find additional packs for each character with loads of new exciting outfits and accessories. As a special holiday treat, Budge Studios has also included a Christmas pack to help get the characters ready for the holiday season. With unlimited combinations of how Strawberry Shortcake can be dressed up, the app brings endless entertainment to the brand's newest generation of fans.

"Not only does this app have great dress up play with countless combinations, it's also an adorable greeting card creator - with custom messages, frames, and stickers. As a parent of two Strawberry Shortcake fans, I have already seen the potential for the app and am excited to share it with other fans," adds Creative Director of Budge Studios, Michael Elman.

"Strawberry Shortcake has been a fan favorite of little girls and moms alike for over thirty years," said Derek Roberto, vice president of new media at American Greetings Properties, "We are thrilled to expand this social expression offering into the digital space with Budge Studios."

### Features:

- \* Take or choose a photo to decorate with berry cool stickers, frames, and characters
- \* Unlock fruitilicious hairstyles, frames and backgrounds
- \* Write your own sweet messages and share your digital cards with friends and family
- \* Select an additional dress up pack for every occasion
- \* Easy to use for kids of all ages

### About American Greetings Corporation:

For more than 100 years, American Greetings Corporation has been a creator and manufacturer of innovative social expression products that assist consumers in enhancing their relationships to create happiness, laughter and love. The Company's major greeting card lines are American Greetings, Carlton Cards, Gibson, Recycled Paper Greetings and Papyrus, and other paper product offerings include DesignWare party goods and American Greetings and Plus Mark gift-wrap and boxed cards. American Greetings also has one of the largest collections of electronic greetings on the Web, including cards available on their

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web site through AG Interactive, Inc. (the Company's online division). In addition to its product lines, American Greetings also creates and licenses popular character brands through the American Greetings Properties group. Headquartered in Cleveland, Ohio, American Greetings generates annual revenue of approximately \$1.7 billion, and its products can be found in retail outlets worldwide. For more information on the Company, visit American Greetings Corporation's web site.

About American Greetings Properties:

American Greetings Properties (AGP) is the intellectual property and outbound licensing division of American Greetings Corporation. Built upon the successful re-launches of Care Bears and Strawberry Shortcake licensed products, which have garnered over \$5 billion in retail sales worldwide combined since 2002, AGP develops multi-platform campaigns for its properties through digital media, entertainment, marketing and merchandising. In addition to Care Bears and Strawberry Shortcake, AGP's active classic brands include Holly Hobbie and Madballs, as well as new properties Twisted Whiskers, Maryoku Yummy and TinPo. Children can experience AGP online. For more information on AGP, visit their web site.

Pricing and Availability:

Strawberry Shortcake Card Maker Dress Up is a universal app available for free with in-app purchases from the App Store on iPhone, iPad and iPod touch.

Strawberry Shortcake - Card Maker Dress Up 1.0:

<http://www.budgetstudios.ca/?p=app&app=strawberrydressup>

Download From iTunes:

<https://itunes.apple.com/app/id565616828>

American Greetings Corporation:

<http://corporate.americangreetings.com>

American Greetings Properties:

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

America Greetings Properties Kid Zone:

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

Screenshots:

[https://www.dropbox.com/sh/d4d9piihe823a29/e\\_yOzvV7Do/Screenshots](https://www.dropbox.com/sh/d4d9piihe823a29/e_yOzvV7Do/Screenshots)

Budge Studios is a leading publisher and developer of interactive children's books, games, and digital toys for multiple platforms including touch devices and tablet computers. Located in Montreal, Budge creates dynamic and engaging products that are both entertaining and educational for millions of children all over the world. Focused specifically on producing content for kids, Budge Studios is working together with the industry's top licensors and toy companies. Copyright (C) 2012 Budge Studios. 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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