

Axel Scheffler's Flip Flap Farm Now Available on the App Store

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Nosy Crow today introduces Axel Scheffler's Flip Flap Farm 1.0.0, a brand new rhyming book app for iPhone, iPad and iPod touch. Combining rich reading, audio and illustration content into a single activity, Axel Scheffler's Flip Flap Farm is a deceptively simple and brilliant idea that will keep children playing and reading. Swipe any part of the screen to create 121 different combinations of animal halves, rhymes and silly, hybrid animal names; all read aloud and set to farmyard music.

London, United Kingdom - Award-winning, independent publisher, Nosy Crow today is proud to announce the launch of Axel Scheffler's Flip Flap Farm, a brand new rhyming book app for iPhone, iPad and iPod touch. Combining rich reading, audio and illustration content into a single activity, Axel Scheffler's Flip Flap Farm is a deceptively simple and brilliant idea that will keep children playing and reading.

Swipe any part of the screen to create 121 different combinations of animal halves, rhymes and silly, hybrid animal names - all read aloud and set to farmyard music. What do you get when you cross a dog and a squirrel? That would be a dirrel, of course! How about a mouse and a rabbit? Why, a mabbit, naturally!

The app, which is exclusive to the App Store, features:

- * User-friendly interface that's perfect for very young children
- * Clean, elegant design showcasing rich artwork by Axel Scheffler, illustrator of *The Gruffalo* (10 million picture book sales world wide, Oscar-nominated animated short adaptation)
- * Rhyming texts developed by storytelling experts
- * Text highlighting to support emerging and early readers
- * Original music and child actor narration

"We're very proud to publish this beautiful app by Axel Scheffler," said Kate Wilson, Managing Director at Nosy Crow. "It's a wonderfully simple, charming concept, visually stunning and very funny. It's a great app for pre-schoolers, supporting reading development from playing with initial sounds to exploring rhyme."

"It's great to see my work brought to life in this innovative way," said Axel Scheffler. "It's particularly interesting to see how the story comes to life on an iPhone, iPad or iPod touch."

A companion print edition will be published by Nosy Crow in the UK in September 2013 and Candlewick Press in the US in Spring 2014, in an innovative split-page, spiral-bound board format - if you like the app, you'll love the book. Illustrated by Axel Scheffler, this interactive storybook app is recommended for children ages two and up.

Device Requirements:

- * iPhone, iPad, and iPod touch
- * Requires iOS 4.3 or later
- * 38.0 MB

Pricing and Availability:

A (in various currencies) and available worldwide exclusively through the App Store in the Books category.

Nosy Crow:

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

<http://www.nosycrow.com>

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<http://www.nosycrow.com/apps/axel-scheffler-s-flip-flap-farm>

Purchase and Download:

<https://itunes.apple.com/app/axel-schefflers-flip-flap/id681875831>

Screenshot 1:

<http://a2.mzstatic.com/us/r30/Purple6/v4/e4/c9/d5/e4c9d520-b1fa-775e-d0ea-5939500360c0/screen480x480.jpeg>

Screenshot 2:

<http://a4.mzstatic.com/us/r30/Purple/v4/a8/f6/dd/a8f6dd72-1566-dadd-49cb-273e0bbd8573/screen480x480.jpeg>

App Icon:

<http://nosycrow.com/images/2147.jpg>

Nosy Crow is a London-based children's book and app publisher founded in 2010 by veterans of the children's publishing industry working who brought on board experienced electronic games developers. It published 23 books/ebooks and three apps in 2011, and will publish 36 books/ebooks and nine apps in 2012. It was named Children's Publisher of the Year at the 2012 Independent Publishing Awards. In the U.S. and Canada, the Nosy Crow imprint is published under the umbrella of Candlewick Press. In Australia and New Zealand, Nosy Crow partners with Allen and Unwin. Nosy Crow believes in encouraging children to read for pleasure, whatever reading material and whatever reading experience they choose. Copyright (C) 2010-2013 Nosy Crow. 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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Tom Bonnick
Digital Project and Marketing Manager

tom@nosycrow.com

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