

## The iMums Give Away an iPad Mini and Feature Speech Therapy App Sales

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Children's educational technology review site, The iMums, is celebrating Better Hearing and Speech Month by holding their fourth annual "Let's Talk: Speech and Communication" Event. During the event, The iMums will highlight free and discounted speech therapy apps, giveaways and reviews. In addition they will be giving away an iPad Mini to a lucky winner! The iMums will also feature speech therapy news and resources, publishing a series of Speech Therapy-related articles from SLPs.

San Francisco, California - May is Better Hearing and Speech Month and The iMums, a children's educational technology review site, is celebrating by holding their fourth annual "Let's Talk: Speech and Communication" Event. During the event The iMums will highlight free and discounted speech therapy apps, giveaways and reviews. The iMums, founded by four tech-savvy moms from four corners of the globe, will also feature speech therapy news and resources, publishing a series of Speech Therapy-related articles from SLPs.

"This year's theme is "Early Intervention Counts" and we want to highlight awareness of speech delays and disorders in children, and of the importance of seeking professional help if you are concerned about your child's speech. As a parent, I truly believe that if something doesn't seem right with speech or your child's development, you should get it checked out sooner rather than later," said iMum Alison Hirst. "Early intervention made a key impact in my son's life, he has gotten speech therapy as well as using a variety of apps on the iPad which has helped him today in school."

"As well as featuring app reviews, sales and giveaways all month long, we will be holding a promo-code party, and thanks to the support of Speech app Developers Pocket SLP, Hamaguchi Apps, Language and Learning Steps, and Abitalk, we will also be giving away an iPad Mini during the event." said iMum Mary Mahon of California.

Better Hearing and Speech Month is a cause near and dear to The iMums' hearts because several of The iMums have children in Speech Therapy, Mahon said. Mahon's own three children have all benefited from speech therapy, including a daughter, 8, who has Childhood Apraxia of Speech, a severe speech problem where the tongue and mouth have trouble forming words. The iMums will also be celebrating May 14 as the third annual Apraxia Awareness Day.

"When my daughter was 3, she needed to practice her speech therapy every day at home, but she really resisted. Then we discovered iPad apps that got her engaged and willing to do her daily speech therapy practice," Mahon said. "That's how I began researching and reviewing apps." "Having seen first-hand how useful apps can be for engaging children in Speech Therapy we want to spotlight apps that can be used by both speech language pathologists and by parents at home to get children engaged and participating in their therapy sessions"

A list of speech therapy apps on sale and giveaways will be updated daily on The iMums site. The iMums Facebook page also will be kept current with reviews, giveaways and price drops. Participating developers include Pocket SLP, Abitalk, Hamaguchi Apps, Language and Learning Steps, Erik Raj, Blue Whale Apps, Virtual Speech Center, iTherapy, Multimedia Speech Pathology, Erik Raj, Freida van Staden, & Shimon Young, Close 2 Home apps.

The iMums, four moms from around the globe, met online while searching for and reviewing apps for their own children. In 2011, they formed a children's tech review site to help parents and educators find the best educational apps. The iMums are founder Amanda Powell

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of Australia, Alison Hirst of the U.S., Grace Shirley Chong of Singapore and Mahon, a United Kingdom native now living in the U.S. Collectively, the group has 12 children ages 1 to 19.

The iMums also produce daily free and sale app lists for children of all abilities, and feature reviews and giveaways for apps and technology products.

The iMums:

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

BHSM Month Information:

<http://www.theimum.com/2015/05/the-imums-celebrate-better-hearing-and-speech-month-2015-with-sales-giveaways-and-articles/>

BHSM App Sale Information:

<http://www.theimum.com/appsales/>

Promotional Banner:

[http://www.theimum.com/wp-content/uploads/2015/05/Lets\\_Talk\\_Speech\\_Communication\\_iMum\\_2015.jpg](http://www.theimum.com/wp-content/uploads/2015/05/Lets_Talk_Speech_Communication_iMum_2015.jpg)

The iMums are four mothers from different parts of the world dedicated to informing parents about the best digital stories, educational apps, fun games and technology products available for their family. With twelve children between them ranging in age from one to 19, all of which use varying types of technology devices, and over 15,000 apps collectively, The iMums feel they are more than qualified for their job. Copyright (C) 2015 The iMums. 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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