

## MiniMo Town - Global Release of Award-Winning Educational Game

Published on 11/17/16

Popular Danish developer, MiniMo today introduces Minimo Town 1.6.1, their popular children's game developed for iOS and Android devices. MiniMo Town is a new fun casual learning builder game for children 5-9 years. Kids have fun building their very own city by spelling words. They can create a variety of colorful buildings, cute animals, cool items, and get to play with different tools. In the process they learn English letters, sounds and basic words.

Copenhagen, Denmark - MiniMo today is proud to announce the official launch and immediate availability of Minimo Town 1.6.1, their popular children's game developed for iOS and Android devices. MiniMo Town takes the hugely popular builder genre and integrates it with learning seamlessly. The magic happens when you suddenly see the words that you have spelled spring to life! Spell the word "saw" and then use the saw to cut down trees! Spell the word "cat," and give the cat to one of your citizens. As you progress your city grows with buildings, citizens, new worlds and monsters.

City building games are loved by children, but all too often we see children getting frustrated because of complicated controls, pay-walls and too much complexity. Children want to play these games, but they can easily become too difficult and frustrating. In MiniMo Town, children finally get a city builder game developed for their needs. It also teaches foundation for English in an engaging and appealing world, and all children can get started on their own.

Key features:

- \* No in-app purchases or ads
- \* Build and customize your own town - just the way you want
- \* Meet the slime monster, tickle monsters, fart monster and thief monster
- \* Lots of small fun activities. Get to to saw, hammer, clean, cut, blow, pop
- \* Discover 4 different unique and amazing worlds
- \* Learn all the English letters and their pronunciation
- \* Learn 150 English words
- \* Learning difficulty adjust to the child
- \* Play with up to three cities at a time
- \* Very kid-friendly interface

"We wanted to empower children through fun, by building on their natural curiosity towards letters and words," explained Simon Egenfeldt-Nielsen, CEO of Copenhagen based MiniMo ApS.

"Our company was founded after seeing the immense need and desire for the higher quality in learning games for children. As a matter of fact, children enjoy learning new things more than anything in the early formative years, and most parents are eager to offer children engaging and educational experience. Our games are all about allowing children to have fun, but also empowering them and helping them grow. This is the very essence of our slogan 'Where the Fun Games Grow.' We hope that you share our vision, and have fun in MiniMo Town, MiniMo Bakery and MiniMo Fishing."

MiniMo World is a magical valley that is occupied by the citizens of the MiniMo Town and the MiniMonsters. Between the mountains and under the beautiful sky there lies the land of MiniMo Town. Magical things happen here quite often, especially around the mighty chimney of the town that pumps out colorful letters that are much needed for the citizens. The town has the most magical way of producing items: spelling. Whenever they need an item, they spell its name and it magically comes to life. That's why citizens of the MiniMo Town love spelling their favorite things! Some asks for more candy and some asks for a pet! Overall they can always get what they want,

as long as they know how to spell it.

But in the far, far away lands of the MiniMo World(TM), on the other side of the rivers and behind the mountains there are very naughty MiniMonsters who have an allegiance to the naughtiness pact. They are determined to do naughty things by using their abilities to the fullest. There are four very well known of them by the MiniMo citizens: Purp the Slime monster, Filch the thief monster, Paw the tickle monster, Oop the fart monster. All of them live in their little houses in their own world. However, they loved to visit other lands and disturb citizens' daily activities. Only way to stop them was to share the letters or items with them, this would put them under a magical 'behavewell' spell and stop them for a period of time.

Minimo Town was first soft launched in Denmark, Sweden and Norway. The game won Best Danish Educational game in 2015, and reached Top 5 Kids iPad games in Denmark, Sweden and Norway. Now the game has been released globally with even more content and features.

Device Requirements:

- \* iPhone, iPad, and iPod touch
- \*
- \* 270 MB

Pricing and Availability:

Minimo Town 1.6.1 is \$2.99 USD (or equivalent amount in other currencies) and available worldwide through the App Store in the Games category. There is also an Android version available on Google Play. For more information and promo codes, please contact Simon Egenfeldt-Nielsen.

Minimo Town 1.6.1:

<http://www.minimo.dk>

Purchase and Download (iOS):

<https://itunes.apple.com/app/minimo-town/id925695323>

Purchase and Download (Google Play):

<https://play.google.com/store/apps/details?id=dk.minimo.minimotown&hl=en>

YouTube Channel:

<http://www.youtube.com/user/minimogame>

Media Assets:

<http://www.minimo.dk/press/>

MiniMo was founded in late 2014 as a spin-off from award-winning company Serious Games Interactive. The management team consists of well versed professionals with a background in learning, games and toy industry. Their single aim is to create compelling games for children that will help them to develop their skills as they grow. All Material and Software (C) Copyright 2016 MiniMo ApS. 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. Other trademarks and registered trademarks may be the property of their respective owners.

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