

**Issued By:**

Indie Developer Consulting

**Representing:**

Elka Palka Production

**PRESS ANNOUNCEMENT**

**DECEMBER 2011**

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## **An Emergency Kit For Children With Books-Are-Boring Syndrome**

- 'Elfishki And The Giant Cake' Now Available On The Apple iPad® -
- First Installment In A Series Of Stunningly Beautiful Teaching Aids For Parents -

Ask elementary school kids, what do they love to do most of all? Replies will vary from 'watching cartoons' to 'bugging Mommy.' Alas, no "learning to read."

For many working parents, "reading to an unwilling child at the end of a hard day" is not the favorite pastime, either. The result is many children are capable readers when it comes to reading things like "Start the Next Level", but any text longer or more complicated than that stops them dead in their tracks.

"The teaching environment has changed and we won't get good results using old methods, anymore," says Pavel Mamaev, the President of independent iPad® apps developer Elka Palka Production. "But it's simply amazing to see how enthusiastic and creative a kid can be given the chance and the right tools. To ignite passion for books, we need to use what children already enjoy: original fun stories, interactive content, and technology kids of today are accustomed to. That is exactly what drives us to create our book series for Apple iPad®."

'Elfishki And The Giant Cake' is the first of six interactive books specifically designed to inspire the love of reading and boost children's imagination and vocabulary. The series features amazing art, original music, classic animation and comprehension questions which help parents to develop their children's reading skills, according to the Common Core State Standards for English

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Language Arts. There is also a bonus, a creativity enhancing game - 'Decorate the Cake'.

All of the original narratives of the series revolve around Elfishkis, little fairy tale creatures, who live on the beautiful Rainbow Island in the middle of the Sparkling Sea, and who can fly like butterflies or swim like mermaids.

'Elfishki And The Giant Cake' is available from the App Store here:

<http://itunes.apple.com/us/app/elfishki-and-the-giant-cake/id486218031?mt=8>

Journalists interested in a promo code should contact Indie Developer Consulting by sending an email to [press@indiedeveloperconsulting.com](mailto:press@indiedeveloperconsulting.com). Members of the press and parents alike are also highly encouraged to visit the following links for addition information.

HotLinks:

Developer Website	<a href="http://www.elfishki.com">www.elfishki.com</a>
Facebook	<a href="http://www.facebook.com/kidsiphoneapps.net">www.facebook.com/kidsiphoneapps.net</a>
Twitter	<a href="http://www.twitter.com/ELFISHKI">www.twitter.com/ELFISHKI</a>
YouTube Trailer	<a href="http://www.youtube.com/watch?v=tw3eEv2oA-Q">www.youtube.com/watch?v=tw3eEv2oA-Q</a>