



Press Release

Start School with the Topsy and Tim iPhone app

London, UK – July, 2010 Ladybird (part of The Penguin Group), announces the launch of a brand new app, **Topsy & Tim Start School**.

50 years old in 2009, **Topsy and Tim** have been brought to life in Penguin Group's first paid-for app. Starting school is an exciting and daunting time, this new app encompasses all the sometimes scary elements of this big experience in a child's life and allows both parent and child to 'walk through' that all important first day at school.

The app is intended for parental purchase and to be shared with the child prompting conversation around the experience of starting school. Topsy and Tim Start School app features include:

- Personalised avatar of the child which appears throughout the story
- Personalisation of the name of the school
- Narrative of Topsy and Tim Start School to read
- Six educational games linked to key moments in a school day, such as finding your peg, lunchtime meals, singing, shape sorting and jigsaw puzzles
- Games help develop fundamental educational skills such as, shape sorting, colour matching, logic and deduction, observation and memory skills

The structure of the app allows repetition of the all of the games and activities, building the child's confidence as they become comfortable and familiar with the process of going to school.

The app links back to the **Topsy and Tim** website www.topsyandtim.com where parents will find further tips and activities to support a range of children's first experiences.

Stephanie Barton, MD of Penguin Children's said,

"Ladybird's **Topsy and Tim** have been helping children to build confidence and have fun with first-time experiences for over 45 years and we are thrilled to be launching the new **Topsy and Tim** Start School app. As you would expect from **Topsy and Tim**, the app is fantastic - filled



Press Release

with puzzles, games, things to do and talk about, and aims to give re-assurance and support to children and parents as they get ready for the big day itself and for the early weeks when a child starts school.”

The Topsy and Tim Start School app is available now for £2.99 from the App Store on iPhone and iTouch at <http://www.topsyandtim.com/> or at: <http://www.itunes.com/appstore/>.