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## **NEW BOOK-BASED APP CHALLENGES YOUNG CHILDREN TO UNDERSTAND THEY ARE PART OF NATURE**

(Toronto, December 4, 2012) A partnership between children’s publisher Owlkids Books and Think Thirty Three, a marketing communications company, has resulted in the development of each company’s first iPad app being released on December 6, 2012. *You Are Stardust*, a critically acclaimed non-fiction picture book released in September by Owlkids Books, is now an enhanced, educational e-book app for iPad available from the Apple iTunes Store. It will retail for \$4.99.

*You Are Stardust*, written by Elin Kelsey and illustrated by Soyeon Kim, encourages children aged 4 to 7 to think about their place in the world and their connection to nature through simple, thought-provoking text and unique three-dimensional dioramas. The book has already been declared one of the top children’s books of Fall 2012. The app takes the original art and restores it to three dimensions on interactive screens that show the scope and beauty of the dioramas with images that pop off the screen. A preview trailer for the app can be seen at [www.youarestardust.ca](http://www.youarestardust.ca).

Think Thirty Three collaborated with the author, the illustrator, and Owlkids Books throughout the development of the app, which includes a variety of additional content:

- Narration by *You Are Stardust* author Elin Kelsey
- A behind-the-scenes look at how artist Soyeon Kim created her dioramas
- A build-your-own-diorama activity that you can share with family and friends
- Animation and sound effects triggered by touching the iPad’s screen
- Read-to-me and read-on-my-own options
- An original score by renowned music producer Paul Aucoin

The partnership happened serendipitously when Think Thirty Three was meeting with Owlkids in late spring to discuss working with the company’s magazines for children. When presented with a copy of the newly delivered *You Are Stardust* book, Think Thirty Three’s president and founder, Seth Singer, was captivated by the book’s vision and proposed creating an app for it. “We were inspired by the creativity and imagination captured in the pages of *You Are Stardust*, so we wanted to work with Owlkids to turn this original book into an experience. On the iPad, kids can interact with the scenes as they listen to the words, hear the music and sounds and watch the story truly come to life,” said Singer.

Karen Boersma, Owlkids Books’ publisher, was immediately receptive to the idea of the partnership and work began on the project soon thereafter, involving a number of people at both companies, as well as the original creators themselves. “Our own excitement about the book was confirmed by Think Thirty Three’s enthusiasm for it. Working with them has enabled us to explore conveying the book’s important message for children in a completely new way,” she stated.

## **About Owlkids**

Owlkids, a division of Bayard Canada, publishes award-winning magazines and books for children ages 2 to 13. Our magazines, *Chirp* (ages 3-6), *chickaDEE* (ages 6-9), and *OWL* (ages 9-13), delight and engage more than 1 million readers every year. Our book-publishing program, Owlkids Books, has more than 125 active backlist titles featuring critically-acclaimed authors and illustrators. Launched in 1976, Owlkids now has a staff of 27 talented and creative children's publishing specialists and is based in Toronto.

## **About Think Thirty Three**

Think Thirty Three, a Toronto-based marketing communications company, is home to a top-notch team of designers and creative thinkers who use digital media — videos, apps, websites, animation, and more — to produce compelling content for clients and their brands.

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