

## Zanzibar's Birthday Joins Award-Winning Heckerty Book/App Series

New title in the #1 children's reading series keeps young readers while improving English vocabulary and reading skills

Scottsdale, AZ -- Jun 17, 2014 / (<a href="http://www.myprgenie.com">http://www.myprgenie.com</a>) -- Zanzibar's Birthday is now available as a mobile app for iPad and iPhone, Android smartphones and tablets, and the KindleFire, as well as in paperback or as an eBook. It's the newest title to join the award-winning Heckerty series of children's learning apps, paperback and eBooks. This latest addition to the continuing saga of the gentle, bumbling green-faced witch Heckerty and her magical cat Zanzibar is now in the Kindle Store on Amazon.com, Heckerty's website, iTunes, the Amazon Android store and the Google Play store.

Like its predecessors in the series, *Zanzibar's Birthday* is written for ages 3-9 (grade levels pre-K to third grade). *Zanzibar's Birthday* will delight children who have fallen in love with this magical cat in previous Heckerty stories, or introduce new fans to the enchanting world of the 409-year-old green-faced witch who relies on her cat and her friends to help her get out of the troubles she gets herself into.

A <u>YouTube video</u> of one of the animations from the app will enchant children, and the app is free for immediate download. The eBook and paperback are available for purchase on Amazon.com or the Get Heckerty tab on Heckerty's website at <a href="http://heckerty.com/get-heckerty/">http://heckerty.com/get-heckerty/</a>

## About Heckerty

The Heckerty books, apps, and eBooks are based on a proven, successful series of children stories, originally created and brought to life by one of Britain's most internationally successful storytellers. Each Heckerty story helps children (and adults) improve their English reading and vocabulary through rich interactive animation and graphics that kids love -- and as they play, children discover important life values. The apps allow readers to choose between six languages (simplified or traditional Chinese, Spanish, French and German as well as English), so they are a wonderful ESL tool.

The Heckerty collection brings gentle, magically quirky British stories in the style of Winnie the Pooh, Beatrix Potter and Alice in Wonderland into the 21st century

thanks to the talents of skilled actors, musicians, visual artists, technical wizards and production experts. The result is a unique blend of quality English storytelling merged with top 21st century technology and creative talent to create stories and activities your kids will love and play for hours on end!

Contact: Deb McAlister-Holland, Phone: 214-340-4774, Email:

deb@mcalisterpr.com