



## **Enchanting Heckerty's Christmas Joins Award-Winning Heckerty Book/App Series**

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

**Scottsdale, AZ** -- Dec 23, 2014 / (<http://www.myprgenie.com>) -- An enchanting Christmas story is the newest addition to the award-winning Heckerty book/app series featuring Heckerty, the well-meaning, 409-year-old green-faced witch, and her cat Zanzibar.

“Heckerty’s Christmas is special”, explains Jan Ziff, CEO of Broomstick Productions. “We wanted to tell a story that embodied the true spirit of the Season, whichever holiday you celebrate. So in this story Persnickerty and Heckerty, the two cousins, each give gifts. But their reasons for giving those gifts are very different – Persnickerty’s are about the things she considers important while Heckerty’s are pure and generous, focused on the needs of the recipients.”

Heckerty’s Christmas is available in the App stores, starting with Google Play and Amazon and the Apple iTunes Store coming shortly. Links on Heckerty’s website take families to the appropriate store.

While on the site, visitors can also download a series of free [crafts, games and activities](#) all related to Spellbound, Heckerty and Zanzibar’s home. The site also includes links to Heckerty’s recent video, “The 12 Days of Christmas”, Heckerty free mobile apps and the series of Heckerty books or eBooks.

### **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 now allow readers to choose between 15 languages (English, simplified and traditional Chinese, Dutch, French, German, Italian, Japanese, Norwegian,

Portuguese, Russian, Swedish, Thai, and Turkish - Korean and Hindi are coming soon), making them 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 creativity resulting in stories and activities your kids will love and play for hours on end!

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