

# DNA Play, First App To Introduce Genetics To Kids, Handpicked By Apple For The “App Store Best of 2015” In US

DNA Play is the first kids app that takes on the fascinating field of genetics, and it does so in the most intriguing way. With DNA Play kids can create over 200 billion unique creatures by building and tweaking their DNA! They experiment with real-time mutations while engaging their monsters in hilarious acts.

**\*\*\* Handpicked by Apple as an “App Store Best of 2015” in US \*\*\***

**\*\*\* Featured on the front page of the App Store as a "Best New App" in US, UK, Australia and more than 120 other countries \*\*\***

**\*\*\* Ranked #1 on the App Store's Top Paid Apps chart in the Kids & Education Category in US, UK, China and many more \*\*\***



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Avokiddo, the award-winning kids app development studio, is happy to announce the inclusion of their latest app DNA Play in the “**Best of 2015**” on the US App Store. By tackling the challenging topic of genetics, DNA Play created a buzz in the kids app market and reinforced the company's reputation for top quality, diverse and inventive productions.

DNA Play is a captivating, free-play app, where kids create their own incredible creatures by building and tweaking their DNA. Through an engaging open-ended game-play, stunning graphics and hilarious scenarios, DNA Play introduces kids to the fascinating field of genetics. Kids learn how to build creatures by completing a series of simple DNA puzzles. They get creative and experiment with quirky mutations of different body parts by altering genes. They have a blast playing with their monsters and change their form in real-time while they dance, skate, eat or sleep! Best of all, these are emotional creatures with vivid personalities, so prepare to be surprised!

### App Store Editors' Notes

***“Genetics can be tricky to explain, even for us so-called adults. DNA Play gently introduces kids to the concepts of cellular building blocks, letting youngsters create goofy monsters and mutate them on the fly by swapping around their genetic code. It's great simply as a charming, colorful puzzle game to entertain the little ones, but has the added bonus of educating and enlightening budding young scientists.”***



◆ "Sneak scientific knowledge under a child's radar by turning it into a game" - **The Sunday Times**

◆ "It is beautifully realised, generating monsters that manage to be both cute and educational." - **The Financial Times**

◆ "App of the week" - **BBC Focus Magazine**

◆ "Adorable open-ended genetics app gives kids mutation power." - **Common Sense Media** "Top Pick"

◆ "There is a big controversy on when and how to present certain subjects of studies. We wait...and wait...and wait, and then wonder why kids are having such a hard time retaining the massive amount of material when subjects are eventually broached. Avokiddo is showing that it is never too early to start, and laying down foundations in early learning may just set pathways of understanding in motion. The subtlety of how information concerning the magic of science and genetics is presented is inspiring, and in the guise of creating little monsters in an open play format....DNA Play is wildly creative, brave, and most of all outrageously fun" - Jo Booth, **Teachers With Apps** reviewer and occupational therapist with over 30 years of experience.

◆ "DNA Play gives parents and caregivers a platform to talk about the building blocks of life" – **TechWithKids** – Jinny Gudmundsen, Editor (15-year USA Today Kid-Tech Columnist)

"We want to inspire kids and encourage them to ask questions, push the limits of their imagination and show them how to inquire through experimentation", says Vagelis Katsantonis, co-founder and creative director of Avokiddo.

### **Key Features:**

- A simple introduction to DNA, genes and mutations
- Build over 200 billion unique creatures!
- Complete the DNA puzzles, swap their pieces to mutate
- Tap on body parts to trigger random mutations
- Transform creatures in real-time while they dance, sleep, eat, skate & more!
- Save your creatures in a ready-to-play library

- Save snapshots of your creations stamped with their DNA code
- Parents' section includes info on DNA, illustrated tutorial, interaction hints & play ideas
- Ideal for kids 4-9
- Exceptional graphics, superb music and original sound design
- COPPA compliant, no ads, no in-app purchases

**Trailer and more info at:** [www.avokiddo.com/dnaplay](http://www.avokiddo.com/dnaplay)

**Press kit available here:** [www.avokiddo.com/presskits/DNAplay-presskit.zip](http://www.avokiddo.com/presskits/DNAplay-presskit.zip)

### **Store Links:**

DNA Play is available worldwide on the App Store, Google Play and Amazon.

**iTunes:** <https://itunes.apple.com/us/app/dna-play/id1033801524?ls=1&mt=8>  
(universal app, iPhone, iPad, iPod touch)

**Google Play:** <https://play.google.com/store/apps/details?id=com.avokiddo.games.dnaplay>

**Amazon:** <http://www.amazon.com/gp/mas/dl/android?p=com.avokiddo.games.dnaplay>

**Release Date:** October 14, 2015

**Age group:** Submitted to Apple's Kids 6-8 category, ideal for ages 4-9

**Price:** \$2.99

**Localizations:** English, French, German, Italian, Dutch, Japanese, Korean, Chinese (Simplified), Portuguese (Brasil), Spanish, Swedish

### **About Avokiddo:**

Avokiddo is a leading developer of quality educational apps for children. Avokiddo's award-winning apps have been covered by major media outlets like USA Today, The Guardian and Huffington Post and are loved by parents, kids and educators around the world.

The company is mostly known for its award-winning popular physics puzzler, Thinkrolls, that has been featured on the App Store's home page in more than 70 countries. Avokiddo Emotions, their second app, was featured in Apple's website as #1 favorite app for the iPad Air and iPad Mini. Find out more here: [www.avokiddo.com](http://www.avokiddo.com)