



## **LeVar Burton's RRRKidz Takes Reading Rainbow iPad App Global, #1 US Educational Children's Reading App Launches in UK, AUS and NZ**

*Los Angeles, CA, (November 6, 2012)* – After an incredibly successful launch of the *Reading Rainbow* iPad App in the United States, where it immediately became the number one educational apps in the country, *Star Trek's* LeVar Burton, announces that the highly popular tablet reading adventure is now available internationally. Based on his Peabody and multiple Emmy Winning American Public Television TV show, the *Reading Rainbow* App is now available in the United Kingdom, New Zealand and Australia and it is also available on all generations of the iPad including the all new iPad Mini.

The UK Guardian's Hadley Freeman writes: "*Reading Rainbow* taught me as much about the world as it did books. Thanks to a new iPad app, *Reading Rainbow* is back --this is just as well, since it's one of the greatest children's TV shows ever made."

Beloved in the United States for its 26 years on television, *Reading Rainbow* was the most used TV resource in American schools. Completely reinvented as an APP for today's digital kids, the all new *Reading Rainbow* app is designed for children 3-9 years of age, and delivers a library of hundreds of curated books and all new videos presented in a world of adventure and discovery. Traveling to themed islands, such as Animal Kingdom, My Friends, My Family and Genius Academy, kids find a variety of books and videos customized to their age and as well as their interests.

The App brings together books from numerous acclaimed children's publishers. Each book comes alive with audio storytelling by professional actors, including Grammy winner Burton himself and features light animations and related activities to enhance the story. All new and classic *Reading Rainbow* video field trips take children on real-life adventures to visit fascinating people and places, connecting literature to the world around them. New content will be added to the service on a regular and frequent schedule expanding the library, themes and topics children can explore. The App also includes a reward system in which children earn digital stickers to motivate a continued exploration of books and frequent reading.

The *Reading Rainbow* App is free for download on the iPad and includes the ability to fully explore the App, the islands, videos and to select one book to read. The subscription is now available for a limited-time introductory price of \$9.99 a month or \$29.99 for six months (\$4.99 a month) USD in the App Store.

"We are excited to draw from our success in the U.S. and bring our app to a broader audience," said LeVar Burton. "In a few short months, over a half million books have been read by American kids in our app. Reading will never go out of style, but the tools used for learning are

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constantly evolving. And now with the *Reading Rainbow* App, we can bring the wonderment of reading literally around the world.”

The App was the inaugural project of RRRKidz, Inc., a digital media company co-founded by actor LeVar Burton, host of the long running and award winning PBS’ children series *Reading Rainbow* and entertainment veteran Mark Wolfe.

### **About LeVar Burton**

Best known for his *Reading Rainbow* stewardship as well as his other TV roles (most notably Kunta Kinte on *Roots* and Geordi La Forge on *Star Trek: The Next Generation*), LeVar Burton comes from a family of educators and is widely recognized for his lifelong advocacy of children’s literacy. In the past few months alone, he has been a keynote speaker at *South by Southwest* (SXSW) Edu and received the *Eliot-Pearson Award for Excellence in Children’s Media* from Tufts University.

### **About RRRKidz, Inc.**

RRKidz provides interactive platforms for families to discover and explore exceptional digital media content that is both educational and entertaining. Headquartered in Los Angeles with an office in San Francisco, RRRKidz holds global rights to the trusted Reading Rainbow brand through a partnership with series creator, WNED/Buffalo, premier PBS station.

RRKidz has partnered with leading children’s publishers who understand the value of associating their brands with a name respected by millions. Launch partners include [Little, Brown Books for Young Readers](#), [Holiday House](#), [Charlesbridge Publishing](#), [Kane Press](#), [Sleeping Bear Press](#), [Peachtree Publishers](#) and [Shenanigan Books](#).

To download the Reading Rainbow App go to the App Store or for more information, visit [www.readingrainbow.com](http://www.readingrainbow.com).

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