



First Day of School Countdown — mark off the days in a fun loving way

Exclusively for iPad, iPhone and iPod touch illustrated children's app

The Hague, The Netherlands, May 2012 'How many days until I have to go to school?' — with the First Day of School Countdown app by Appracadabra you'll help kids prepare for this big event. Count down from day seven by marking off the days in a fun loving way. Watch a little bird getting ready for her first day, assisted by a cute monkey and a helpful giraffe. Take a moment each day to talk about going to school — and enjoy a little surprise on the big day itself.

'First Day of School Countdown' is great for kids that first start school — and for older kids who can't wait to get back to school after a holiday. Personalize the app by taking your child's picture, fill out his name and the date school starts — then put your device away. You'll get a reminder eight days before the big day so you won't forget to start counting down. This app provides room for three children, visualizes the passing of the year with 365 multi-colored dots and is available in 20 different languages.

'First Day of School Countdown' is illustrated by Dutch illustrator and mom Caroline Ellerbeck of Homemade Happiness. This children's app is designed especially for the iPad, iPhone and iPod touch and will be available on the App Store, in July 2012, for USD 0.99 / € 0,79 / GBP 0.69 / AUD 0.99.

About Appracadabra

Appracadabra is a children's app publisher specialized in beautiful, usable and honest apps with a handmade feel. Appracadabra is a Dutch company, founded by Marlis Zimmermann, Xander Wiersma, Jochem Paarlberg and Diana van Ewijk in 2011. Together with an international network of illustrators and programmers Appracadabra publishes outstanding children's apps for iPhone, iPod touch and iPad, most of them in over 16 different languages.

Appracadabra launched its first app 'Count the Animals!' in September 2011 and their second app 'Theater' in June 2012.

All of Appracadabra's apps are approved Kind Kids Apps.

'First Day of School Countdown' does not contain in-app purchase, ads, social network integration like Facebook or Twitter, hidden tracking software or external links.


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