

New app features classic children's character, Miffy



Dick Bruna's iconic white bunny, Miffy, has a new app for iOS which offers a safe and fun way for parents with young children to share the delights of this classic storybook character.

The 'Miffy's World' app for iOS is now available to buy from the App Store and Google Play, priced £3.99. The app has been created by StoryToys, a leading independent developer and publisher of children's apps, specialising in some of the world's best-loved children's characters.

The app is based on the popular TV series *Miffy's Adventures: Big and Small*, which airs on kids' channel Tiny Pop. Fans of the show can immerse themselves in 'Miffy's World' and play along with their favourite bunny in everyday fun activities. From sharing moments in Miffy's day to helping her pick fruit from a tree or doing a spot of gardening, the app allows children to learn while having fun.

Designed to build early cognitive development, the app also aims to encourage creativity and to cultivate an interest in nature and outdoor activities.

Interactive, educational and fun, 'Miffy's World' is suitable for children under the age of 5 years.

ABOUT MIFFY

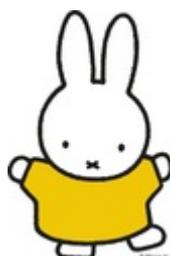
This is the UK Official Online Press Office for Miffy

Dutch artist, Dick Bruna created the classic children's character, Miffy, in 1955 whilst on a rainy seaside holiday in North Holland. A little bunny kept hopping around the garden of his holiday home - he sketched it by day and at night Dick Bruna made up stories about it to entertain his one year old son. That bunny later became Miffy.

More than 60 years later, there are 33 storybooks about Miffy, which have sold over 85 million copies and are translated in more than 50 languages. Now published in the UK by Simon and Schuster, 16 Miffy storybooks have been refreshed for a modern British audience by award winning poet, Tony Mitton and are available from all good bookshops.

There is Miffy merchandise sold across 5 continents, a new TV series and a movie. Celebrations for Miffy's anniversary will take place worldwide throughout 2015.

The publishing and international rights to Miffy are managed by Mercis bv in Amsterdam.



Miffynewsroom