



Madeleine Editions

Press Release: App Launch

MADELEINE EDITIONS PICTURE BOOKS APP FOR KIDS TO LAUNCH GLOBALLY FALL 2020

Fall 2020, independent children's publishing house, Madeleine Editions, will be introducing their picture books app for kids: an accessible and streamlined way to experience their award-winning multimedia, multilingual stories for children age 3~8. Madeleine Editions' picture books app will read to kids via the same quality narration, gorgeous music and gently animated illustrations the company is known for.

Their unique format allows nourishment for the mind as well as the ear, helping foster brain connectivity in children, providing enough context to provide easy language exposure to English, French, and Mandarin, even with no prior knowledge. With the shift to distance learning, quality screen time is becoming more relevant than ever, and the Madeleine Editions picture book app provides an entertaining, educational and affordable option (\$4.99 for each app) for families around the world.

Now, for the first time, Madeleine Editions books, which have garnered some of the most reputable awards in the industry – Indie Book, Family Choice, Purple Dragonfly awards – will be available globally, including the Middle East and Asia regions, via the Apple App Store and Google Play store for both iOS and Android users. Each story is an original collaboration between artists across continents, including award-winning authors, beloved illustrators, and world renowned musicians.

The collection, previously only available on Apple Books to the 51 countries with access to the virtual bookstore, will now be accessible to over 150 countries and android users, vastly widening its international reach. "We are passionate about bringing back an appreciation for the traditional arts – story-telling, visual arts, classical music – in a format that makes sense for modern families. Easy access is so crucial in cultivating an interest in languages and the arts during this sensitive age," says Madeleine Editions founder, Eva Lou. Most Madeleine Editions stories are, after all, framed through an international lens, inspired by different locations around the world: Italy, Morocco, China, Amsterdam, and available in English, French and Mandarin, taking little readers on an imaginary around the world.

The picture books app launch is perfectly aligned with the release of *Monster Dance*, the newest title and a timely book to encourage little readers during the pandemic. Contributions by renowned collaborators such as Muppets illustrator Guy Gilchrist and acclaimed actor, Denis O'Hare (*True Blood*, *Late Night*) along with the success the book has garnered in its fundraising stage, reaching its campaign funding goal within just two weeks, is proof of demand for quality, immersive story experiences. The launch will introduce a welcomed tool for families to explore the world from their home, as they grapple with another season of limited travel due to the COVID-19 pandemic.

Madeleine Editions aims to serve monolingual and multilingual families worldwide, and with the new picture book app, they'll do just that: help get books that are altogether educational, entertaining and empowering, into the hands of the littlest readers across the world.