



Peg and Pog - play, explore and learn first words with a choice of 5 languages.



(LONDON UK, FEBRUARY 2018): Kenikeni Limited, an independent UK-based studio that makes educational apps for kids, launches *Peg and Pog*. The first in a series of apps for toddlers and preschoolers, *Peg and Pog* is available worldwide on the App Store.

Featuring original artwork by Luella Jane Wright, *Peg and Pog* is an immersive play adventure that helps children build early vocabulary and become familiar with the world around them.

Play dress up, journey into space and fly over the savannah in a hot air balloon. By dragging and dropping characters, animals and objects, kids join Peg, Pog and their adorable cat, Cosmo, in bringing to life 8 beautiful scenes full of sounds, words and animation.

Pretend play with over 170 spoken words, loads of giggles and a choice of 5 languages: English, French, Spanish, Portuguese and Mandarin.

In *Peg and Pog* kids can:

- Explore eight beautifully illustrated locations.
- Meet 7 new characters, 1 extra-terrestrial and loads of cute animals.
- Play dress up with 100's of possible outfits.
- Role-play at the store and discover the magic toy machine.
- Join in all the fun, dancing and music at a birthday party.

Tap on a character, animal or object in a scene to listen to the word in context and hear its sound. A slide show reveals each individual animal and object, and kids can see how the word is spelled and how it sounds.

With reactive animations, real-time physics and hundreds of sounds, kids are encouraged to observe, ask questions and make guesses about the characters and objects in a scene. Is Pog happy or sad? What's a snorkel for? Why is the owl so white?

As Kenikeni's founder Ken Rutherford, explains:

"We wanted to create an immersive experience that kids and parents can enjoy together - a catalyst for curiosity that nurtures early literacy and promotes social and emotional awareness. And if we've done our job well, they will have as much fun playing and learning as we have had making."





Peg and Pog is now available worldwide on the App Store with a release on Google Play scheduled for early 2018.



ABOUT KENIKENI

Kenikeni is a small independent studio. We make educational apps that stimulate the imagination and encourage children to discover and engage with the world around them.

Believe in the magic of play.

Kenikeni was founded in 2016 by Ken Rutherford, a dad of two with over 20 years experience in the arts, education and technology. Creative partner is Luella Jane Wright, mum of one and celebrated artist. Over the past 15 years Luella has worked with BBC, Channel 4, National Geographic, Nickelodeon and Cartoon Network.

For more detailed information, download a press kit with additional resources at www.kenikeni.com/press

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