

Me, a new app from Tinybop,
gives kids tools to tell their stories



(BROOKLYN, NY, NOVEMBER 2016): Tinybop, Inc., the studio creating award-winning educational apps for kids 4+, launched *Me* on the App Store. The app gives kids a safe place to tell their stories, express their identities, their feelings, and to document the world around them. *Me* is Tinybop's first app to directly support kids' socio-emotional development.

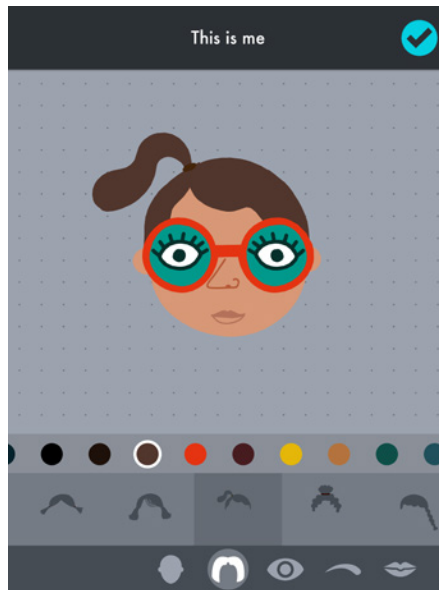
Me is the 5th app in Tinybop's *Digital Toys* series. The first app in this series, *The Robot Factory*, was iPad App of the Year. Digital Toys are open-ended apps that let kids experiment and create. In *Me*, kids respond to a series of progressive prompts about their preferences and feelings, their families, friends, school, and home, with words, images, colors, photos, and sounds to create a vibrant, dynamic self-portrait.

Me helps kids develop socio-emotional skills — self-awareness, social awareness, and emotional literacy — that are not only essential to kids' academic success but also to their ability to positively contribute to the world. Research suggests that the better kids understand themselves, the more able they are to be empathetic and understand others. Empathy isn't a skill kids are born with; it's learned. And developing self-awareness is the first step towards empathy. As Michele Borba argues in her book, *Unselfie: Why Empathetic Kids Succeed in Our All-About-Me World*, teaching empathy can help combat bullying, peer cruelty, and the mental health epidemic.

The arrival of Me couldn't be more timely. During the current election cycle in the U.S., teachers have [cited](#) "an increase in the bullying, harassment and intimidation of students whose races, religions or nationalities have been the verbal targets of candidates." Tinybop's founder, Raul Gutierrez, also shares, "My 4th grader reports kids in his class chant 'Build the Wall' at their hispanic science teacher's assistant." Now more than ever, teachers, parents, and kids need tools that help kids express their feelings and develop empathy for those of others.

Tinybop's next app will be released in December 2016. It will be the eighth in their first series, *the Explorer's Library*, which lets kids discover through play subjects they also learn about in school, like geology, social studies, botany, anatomy. *The Human Body*, the first app in *the Explorer's Library*, has reached the #1 spot on the App Store's education charts in 143 countries and has been downloaded by more than five million families.





Me is available worldwide on the App Store.

ABOUT TINYBOP

We're designers, engineers, and artists building digital toys that delight, inspire, and educate.

Tinybop was founded in 2012, by Raul Gutierrez, a father of two with 20 years of experience in the arts and technology. Tinybop is a growing team of 20+.

Tinybop recently released *Skyscrapers*, the seventh app in the *Explorer's Library* series.

For more detailed information, download a press kit with screenshots, additional resources, and assets at www.tinybop.com/press.

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