



FOR IMMEDIATE RELEASE

My Black Dog Books Releases *Violet* for the iPad

Interactive Children's Book Now Available in Apple's App Store

TUCSON, AZ – July 7, 2010 – My Black Dog Books today announced that their first book, *Violet*, is now available exclusively for the iPad. *Violet* is a children's book written and illustrated by Allison Keeme with an intriguing story line that includes animations and interactions throughout.

In *Violet*, the reader can interact with the book to trigger animations. Some of these animations are just for fun, while others will provide additional insight into the characters. An original musical score plays in the background as the reader navigates through the book using left and right page turn buttons. "The illustrations are uniquely fantastic in this book; the animations are the cherry on top!" said Jeff Keeme, co-founder of My Black Dog Books.

"I'm extremely pleased with *Violet*; I know that the reader will find it fun to read and that the many animated interactions will keep them coming back," said Keeme. "We designed the book to be fun and easy to use. The large screen of the iPad really allowed the illustrations to pop. Readers will have fun discovering all the animated interactions in the book while reading the story of *Violet*." The custom musical score also has an on/off trigger on the title screen.

Violet is now available for \$2.99 in the U.S. and is priced accordingly in other regions. *Violet* is available world-wide from Apple's App Store for the iPad, or by visiting: www.myblackdogbooks.com.

Please visit www.myblackdogbooks.com for more *Violet* information, including videos and screenshots of the book.

My Black Dog Books, an independent publishing company based out of Tucson, Arizona, was formed in 2010 by Jeff and Allison Keeme for the purpose of creating fun, creative, and interactive children's books for a new generation.

###

If you would like further information on *Violet* or My Black Dog Books, or you would like to schedule an interview, please contact:

Jeff Keeme, Founder, My Black Dog Books

Phone: 520-777-0655 Option 4

Email: jeff@myblackdogbooks.com