



FOR IMMEDIATE RELEASE

My Black Dog Books Releases

Violet and the Mysterious Black Dog

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

TUCSON, AZ – October 6, 2010 – My Black Dog Books today announced that their second book, *Violet and the Mysterious Black Dog*, 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 on every page of the book.

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. The book also includes a Read-to-Me function. 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 the second iteration of *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. 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*."

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

Visit www.myblackdogbooks.com for more *Violet* information, including videos and screenshots.

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.

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

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