



FOR IMMEDIATE RELEASE

My Black Dog Books Releases

Violet's The Night Before Christmas

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

TUCSON, AZ – November 16, 2010 – My Black Dog Books today announced that their third book, *Violet's The Night Before Christmas*, is now available exclusively for the iPad. *Violet's The Night Before Christmas* 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's The Night Before Christmas*, 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 as well as the ability to choose from three holiday songs as background music as the reader navigates through the book using left and right page turn buttons.

"I'm extremely pleased with the third 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 meeting the man in the big red suit."

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

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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