

## FOR IMMEDIATE RELEASE

### - Main Idea App Makes Learning Fun for Children Who Have Difficulty Reading -



VANCOUVER, B.C., CANADA, October 28, 2014 — Happy Frogs Apps announces the release of Main Idea - Short Texts, an app that helps children master reading comprehension, to the Apple App Store.

Main Idea - Short Texts is designed for children grades 2-5 and helps them build one of the foundation skills required for reading comprehension: knowing what a story is about. Main Idea - Short Texts is the second in Happy Frog's Main Idea series and builds proficiency in understanding what a paragraph is about and the main idea it conveys. Once a child firmly establishes this skill, they are well prepared for understanding the main idea of a page or story.

Tested with typical and special needs children, Main Idea - Short Texts is designed to increase motivation and keep children engaged. Reading comprehension skills are built incrementally through a game-like format with a fun and engaging rewards system. New levels are unlocked only when users are ready as they master new skills. Instead of punishing users for wrong answers, users are always gently guided to correct ones, reducing frustration.

With content designed by professional teachers and researchers, users are assured of many hours of fun-filled, skill-appropriate training. To ensure fluency in the skill acquisition, advanced levels include timers.

Janine Toole, founder of Happy Frog Apps, has this to say about the app: "Our Main Idea series fills a big gap in the app store. Ours are the only apps that target these skills in a manner suitable for early or struggling readers. We're happy to release Main Idea - Short Texts so more kids can get reading."

#### **Main Idea 1 Features**

- Incremental and guided learning for less frustration and embarrassment
- Fun and engaging Rewards Center
- App can be easily reset to work with a different student
- Content designed by professional educators
- Colorful graphics and high quality sound effects

**Pricing and Availability**

Main Idea 1 is available now for \$2.99 and is compatible with iOS and Android (Requires iOS 6.0 or later).

**Further Information**

Website: <http://www.HappyFrogApps.com>

App video: <http://youtu.be/QHwbFRhXxVM>

Media Kit with screen shots, app icons, app description, etc:

<http://www.happyfrogapps.com/wp-content/uploads/2014/10/MainIdeaShortTexts.zip>

**About Happy Frogs Apps**

Happy Frog Apps creates fun apps that teach the foundation skills for reading comprehension. Happy Frog Apps is founded and led by Janine Toole, PhD, a keen reader who finds that her education and extensive experience in Linguistics, software development and special needs learning provides the perfect mix for the creative pond that is Happy Frog Apps.

-- ### --