



**FOR IMMEDIATE RELEASE**

**New iPhone app to raise awareness and funds for childhood cancer**

**All sales proceeds from *The Nurse with the Red Clown Nose* to benefit the Children's Cancer Foundation**

**Singapore (20 May, 2010)** – A new iPhone app released today in the iTunes store will teach kids about cancer and raise funds for the Children's Cancer Foundation (CCF). Created by SkyVu Pictures, the US-based animation studio with a Singapore presence that is best-known for its top-selling StoryBoy line of iPhone kids' books, *The Nurse with the Red Clown Nose* teaches children about a tough disease and more importantly, not to lose hope and to always laugh.

All of the sales revenue received by SkyVu Pictures for the \$0.99 app will be donated to the Singapore-based Children's Cancer Foundation.

"We were inspired to create a meaningful book about kids with cancer as it's such a difficult topic to talk about. So we came up with the idea for the e-book and pitched it to the CCF as a fund-raiser." said Hoa Vu, Managing Director of SkyVu Pictures, Singapore. "SkyVu Pictures will donate all of its sales proceeds from the StoryBoy app as a sign of its support for the CCF's mission to improve the quality of life of children with cancer and their families."

CCF Executive Director Ms Chee Wai Yee shares, "We are happy to partner with SkyVu pictures in this project. *The Nurse with the Red Clown Nose* opens new opportunities to help build awareness about childhood cancer and reinforce the positive message of hope and resilience, which the Foundation espouses. Having it as an iPhone app will help us reach a new generation of supporters, broadening the support base for children and families impacted by this life-threatening illness."

From 20 May 2010 – 30 April 2011, all sales of *The Nurse with the Red Clown Nose* app will directly benefit the Children's Cancer Foundation. The e-book is only available via the Apple iTunes Store and retails for \$0.99. It is targeted at kids between the ages of 4-10 years old. To download the app visit <http://bit.ly/kidscancerapp>.

**About StoryBoy**

A property of SkyVu Pictures, StoryBoy's flagship products are a top-selling library for the iPhone, iPod touch and iPad devices. The animated and interactive storybooks are for children ages 1 through 7 years old. More than 20 StoryBoy books are available in the iTunes store and they have been featured on Apple's coveted New & Noteworthy and What's Hot lists. Visit StoryBoy online at [www.StoryBoy.net](http://www.StoryBoy.net).

**About SkyVu Pictures**

Founded in 2007 by brothers Hoa and Benjamin Vu, SkyVu Pictures is an animation concept studio dedicated to producing remarkable entertainment products for mobile devices,

film/television and the Internet. The studio's most successful properties include the top-selling Battle Bears iPhone game, which won two major app awards, and the StoryBoy series of kids' books for the iPhone and iPad that includes several top-selling book and education apps. Headquartered in Omaha, Nebraska, SkyVu operates studios in Singapore and Vietnam. Online, the company resides at [www.SkyVu.net](http://www.SkyVu.net).

### **About the Children's Cancer Foundation**

Children's Cancer Foundation (CCF) is a non-profit organisation impassioned with the mission of improving the quality of lives of children with cancer and their families through enhancing their emotional, social and medical well-being. Every year there are about 120 new cases of childhood cancer in Singapore. Since 1996, CCF has helped more than 1,800 children and their families at its family support centres located at KK Women's & Children's Hospital and the National University Hospital providing them the much needed support in their battle against the life threatening illness. Armed with the vision of providing world-class resources and psychosocial services CCF adopted an integrated hospital-home-community service model for children and youths with cancer and their families. This model enables CCF to efficiently assist them through the different stages of the illness and recovery.

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