



## Hello Kitty Discovering the World

Tap Tap Tales & Sanrio Introduce  
The new Hello Kitty app.

**Barcelona 24 September 2019**, – Sanrio, the rights holder of the worldwide popular brand Hello Kitty, together with Tap Tap Tales, the app developer specializing in educational and entertaining content for kids, announces the global release of the new **Hello Kitty Discovering the World** app, an exciting interactive destination where kids will learn and have fun.

The **Hello Kitty Discovering the World** is available to download on the App Store and Google play.

<https://apps.apple.com/us/app/hello-kitty-discovering-world/id1457563932?ls=1>

<https://play.google.com/store/apps/details?id=com.taptaptales.hellokittyaroundtheworld>

### About Hello Kitty Discovering the World

Are you ready to discover the world traveling with Hello Kitty?

Prepare the suitcase and start your trip. You just have to select a country to visit... The United States, Italy, Germany ... In each country you will know and follow its form and characteristics, draw its flag, place it on its continent and the most important thing ... you can get food, animals, monuments or dresses from each of them.

with **Hello Kitty Discovering the World** you can travel to more than 50 countries and you will be able to...

- Build your own Zoo with animals from all countries.
- Prepare the food for Hello Kitty in her incredible kitchen
- Dress Hello Kitty with the traditional clothes and accessories of each country.
- Learn Geography, know the countries, their location, their data, their flag and much more.

Collect all the animals from each of the countries and build the best zoo in the world:

- Choose the terrain of each zone
- Build the roads
- Place the fences and doors
- Put each of the animals in their proper habitat.
- And you can give it life by adding kiosks, Hello Kitty characters, vehicles, etc ...

Prepare Hello Kitty food with the food of each country:

- A complete kitchen where there is nothing missing.
- Use your imagination to make your own creations and surprise Hello Kitty
- Use the blender, the pan, the fryer or the grill for cooking.
- Season the food with sauces and spices.
- Feed Hello Kitty and she will show you if she likes it, if it is horrible or if she does not even want to try it.

Dress up Hello Kitty:

- Get the traditional dresses of each country
- Use the accessories of each dress
- Dress up Hello Kitty with more than 50 dresses and accessories
- Have fun combining dresses and accessories from different countries and cultures.
- Only you choose how you want to dress her

Collect the wonders of the world

- Get images of the most characteristic objects, monuments or places.
- Create your own album of memories by placing the photos in the Hello Kitty album.
- Bring the map to life by unlocking the monuments of each country.
- Learn with the file and characteristics of each country.

## CHARACTERISTICS:

- Fun interactive games for girls and boys from 4 years old
- Encourages autonomous learning.
- With Hello Kitty children learn geography by placing countries and continents on the map, tracking them and drawing their flags.
- Power imagination and creativity.
- They make their own meals mixing ingredients, cooking and testing if Hello Kitty likes it.
- Build your own zoo by selecting the terrain, roads, characters and add your animals.
- Develop creativity by combining dresses and accessories typical of all countries.
- Motivate learning with gamification systems for children.
- Get food, animals, monuments and dresses from each country you visit.
- Application supervised by child educators.
- Available in 7 languages: English, Spanish, French, Italian, German, Russian, and Portuguese

## Press Materials

Video: <https://youtu.be/WTYxQaPKe4M>

Screens: <https://drive.google.com/drive/folders/1hnnX7V93SIXtg6SIAK9wQmHKmiXx8JoJ?usp=sharing>

## About Tap Tap Tales

We are [Tap Tap Tales](http://Tap Tap Tales), an app developer start-up specializing in high-quality educational titles for kids, based on the most prestigious children's licensed characters. Since our creation in 2014, we have released 16 apps that have been downloaded over 25 million times. We rank among the top positions in the main app markets and have become established as a global leader in children's educational apps.

## About Sanrio

Sanrio is founded on the philosophy that a small gift can bring happiness and friendship to people of all ages. It's more than just a catchy phrase; it's the foundation of everything we do and we're proud to say we've been creating smiles for over 50 years. At Sanrio we believe that a gift is more than just a gift. Rather, a gift is a means of expressing our heartfelt feelings for others. This philosophy guides all Sanrio activities, we invite all our friends and guests to experience the magic of these four simple words

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