KID ROCKET STUDIOS
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FOR IMMEDIATE RELEASE
JUNE 26, 2014

“KUNG FU ROBOT” VOLUME THREE UPDATE NOW AVAILABLE FOR iPAD. Rockets, death rays and diabolical plots featured in new volume’s part one release.

KANSAS CITY, MISSOURI – Kung Fu Robot is back with another action-packed update, just in time to help officially kick off the summer reading season for kids of all ages. According to the app’s iTunes description for this installment, “the plot chickens…er…thickens with a new game, more dramatic poses, more evil laughter, more evil plans, and one evil chicken.” Volume three (part one) is available starting today as a $1.99 in-app purchase.

It’s been a busy year for Kung Fu Robot and its parent company, Kansas City-based children’s entertainment startup Kid Rocket Studios. Officially launched in April of this year, the studio released the much-anticipated volume two follow-up to its 2013 debut, which Parents magazine had named as one of last year’s best kids apps.

In June, the studio announced the signing of its first property distribution agreement with London-based digital creative agency Made in Me. The deal brought Kung Fu Robot to Made in Me’s kids comic book distribution app ME COMICS as that app’s first indie comic title offering. It was also the first time the Kung Fu Robot has been made available outside of its own app. Additional issues will be released in the coming months and will likely extend into 2015.

Kid Rocket Studios is also exploring additional external distribution and licensing opportunities for the property. Concurrently, new standalone app experiences are under internal development by the studio and will bring Kung Fu Robot to the iPhone as well as Android-based phones and tablets.

Meanwhile, three more installments of “How to Make a Peanut Butter, Jelly & Kung Fu Sandwich” will conclude this initial Kung Fu Robot storyline, with updates to be released in August, October and December of this year.

“We believe that in order to fully realize the potential reach and proven appeal of Kung Fu Robot, it’s going to require the development of multiple vehicles for exposure,” says John Kreicbergs, Kid Rocket Studios president. “It’s not just a strategy. It reflects the reality of how kids these days discover and engage with characters and stories they love.”

“Every media format – whether it’s a storybook app, a game, a traditional printed book or comic, or an animation – requires a different approach,” says Jason Bays, Kung Fu Robot creator and studio co-founder. “It requires us to be very thoughtful about how everything plays out from one execution to the next. Each introduces new levels of complexity while providing additional opportunities for story and character development.”

“The children’s entertainment space is changing and evolving at a crazy pace,” says Marcelo Vergara, studio co-founder. “As an independent studio, we believe we have a distinct advantage in being able to nimbly adapt. We’re just getting warmed up. Kung Fu Robot is just the beginning.”

For more information about Kung Fu Robot and to download the app, visit KungFuRobot.com.

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ABOUT KID ROCKET STUDIOS
Kid Rocket Studios is a collaboration between artist/author/illustrator Jason Bays and Marcelo Vergara, the founder/CEO of the digital production company Propaganda3. The Kansas City-based kids entertainment development company is dedicated to crafting quality characters and story experiences that launch imaginations. For more information, visit KidRocketStudios.com.

ABOUT KUNG FU ROBOT
Since its release in May 2013, Kung Fu Robot has been downloaded over 170,000 times globally and was named by Parents magazine as one of 2013’s best kids apps. The app quickly hit #3 in the books category in Apple’s US App Store, reached #5 in the newly created Kids category for children ages 9-11 in September, and has gained a notable following in the UK, China, Russia, and the Middle East. For more information, visit KungFuRobot.com.