

**FOR IMMEDIATE RELEASE**

Media Contact: Greg Walsh, Walsh Public Relations  
305 Knowlton Street, Bridgeport, CT 06608  
T: (203) 292-6280; E-Mail: [greg@walshpr.com](mailto:greg@walshpr.com)

## **uKloo Adds Riddles to Create More Treasure Hunt Fun** *New uKloo Riddle Edition Game Available Now*

Toronto, ON - (January 27, 2014) - To announce its new game, uKloo Kids, Inc., creator of the international award-winning children's literacy game, uKloo Early Reader Treasure Hunt, asks:

*Solve the riddles.  
Find the surprise.  
Kids practice reading  
With brain exercise.  
Name the Game!*

Answer: It's the new **uKloo Riddle Edition Treasure Hunt Game** (MSRP \$17.95 for two or more players ages 7 and up). The new game is an engaging seek-and-find literacy game that combines thinking skills with physically active fun. It encourages kids to call upon their logic and reasoning abilities to solve riddles towards finding a surprise. It offers a Riddle Writing Guide, which encourages parents and children to challenge each other with their own riddles.



“uKloo Riddle Edition is for kids who enjoy the thrill and personal satisfaction of problem solving their way to success. It was created in response to the many parents who told me how much they loved the first game, uKloo Early Reader Treasure Hunt,” said Doreen Dotto, president of uKloo Kids Inc. “They asked me to create a next-step game that would help their kids reach even higher reading levels. They were also looking for ways to include older siblings who wanted to join the treasure hunt. Why should the little ones have all the fun?”

Dotto, who created the content for the game, quipped,  
*"Don't tell the kids  
That it's learning fun  
They'll solve the riddles  
'Til a surprise is won!"*

uKloo Riddle Edition Treasure Hunt Game is now available at [http://ukloo.com/shop\\_ukloo/](http://ukloo.com/shop_ukloo/) and other online and specialty retailers.

### **About uKloo Kids, Inc.**

uKloo Kids, Inc. is a children's literacy game developer based in Toronto, Canada. Founded in 2010 by Doreen Dotto, the firm's first product, uKloo Early Reader Treasure Hunt Game earned 10 prestigious awards and is now sold in 19 countries. This year, uKloo Kids launches its two new products: the uKloo Early Reader Treasure Hunt App and uKloo Riddle Edition Treasure Hunt Game. For further information, visit the company website at <http://ukloo.com/> and to interact with the company directly, see our social links on [Facebook](#), [Twitter](#) and [Pinterest](#)

### **For sales and additional product information contact:**

Doreen Dotto, uKloo Kids, Inc., 416-407-2562, [sayhello@ukloo.com](mailto:sayhello@ukloo.com), [www.ukloo.com](http://www.ukloo.com)