



Home of uKloo Early Reader Treasure Hunt Game

10 Glenmount Park Road  
Toronto, ON, Canada  
M4E 2M9  
T 416.407.2562  
F 416.691.0859  
[www.ukloo.com](http://www.ukloo.com)

## **PRESS RELEASE**

### **FOR IMMEDIATE RELEASE**

**Media Contact: Greg Walsh, Walsh Public Relations**  
303 Linwood Avenue, Fairfield, CT 06824  
T: (203) 292-6280; F: (203) 292-6342; E-Mail: [greg@walshpr.com](mailto:greg@walshpr.com)

## **uKloo's Got Swag at 2013 TIFF's Tastemaker's Lounge**

Toronto, ON – (September 3, 2013) - uKloo (pronounced you-clue) Early Reader Treasure Hunt, a multi-award winning children's literacy game developed by a Toronto mom, has been chosen as a featured item at the exclusive Tastemaker's Lounge during the 2013 Toronto International Film Festival® (TIFF), starting September 5.

As a key participant to the international interactive Lounge, uKloo was hand-picked to be available for demonstration to the media and celebrities at the event. In addition, a full copy the uKloo game is included in the lavish Tastemakers Swag Bags at TIFF for everyone to take home and enjoy all of the laughing and learning with their kids.

"It's such an honor for uKloo to be selected to participate in the Tastemaker's Lounge during TIFF. I'm thrilled to bring a children's literacy game to the attention of an international audience. I hope kids everywhere will have fun playing uKloo as they learn to read along the way. Just don't tell the kids it's educational!" said uKloo Kids, Inc's president Doreen Dotto.



uKloo (MSRP \$15.95 for ages 4 and up) was invented by Dotto, a mom with two boys who avoided reading homework at all costs. Developed with the help of educational advisors, kids and parents, uKloo gets kids physically active as they learn to read and follow clues in search of a hidden surprise. The kids are so engaged they begin to read without even realizing it. uKloo has been embraced as a useful tool for beginner and reluctant readers, ADHD and most children with autism spectrum disorder.

### **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 eight prestigious awards and is now sold in 15 countries. This year, uKloo Kids will launch two new products: the uKloo Early Reader Treasure Hunt App and uKloo Riddle Edition Treasure Hunt Game for ages 7 and up. 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](#)

### **About TIFF:**

The Tastemaker's Lounge during the 2013 Toronto International Film Festival® (TIFF) takes place at the Hotel Intercontinental (225 Front Street West in Toronto) on September 4<sup>th</sup> and 4<sup>th</sup>. Media are invited by invitation only for a preview media day on September 4<sup>th</sup> and the lounge is open to celebrity talent on Sept 5<sup>th</sup>. The Film Festival takes place in Toronto from Sept 5<sup>th</sup> – 9<sup>th</sup>.

### **For any additional information contact:**

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

Christina Walters-Arseneau  
Tastemakers  
[christina@rockitpromo.com](mailto:christina@rockitpromo.com)  
416.656.0707 ext. 107