



Home of uKloo Early Reader Treasure Hunt Game



PRESS RELEASE

**FOR IMMEDIATE RELEASE**

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**uKloo Earns Awards and a Featured Demo at Book Expo**  
*Honored with Mom's Choice and PAL Awards*

New York, NY - (May 22, 2014) - Seek and you will find a couple of great new games at Book Expo America (May 29-31 in New York City) when uKloo Kids, Inc. debuts its multi award-winning treasure hunt themed products.

uKloo Kids today announced that its uKloo Early Reader Treasure Hunt Game (for ages 5+) and its uKloo Riddle Edition Treasure Hunt Game (for ages 7+) have both received the distinctive [Mom's Choice Gold Award](#), and have earned an exclusive product demonstration at Book Expo America, held at the Mom's Choice Booth #2767 on Thursday May, 29<sup>th</sup> from 2:00-3:30pm. (Continuous demonstrations of uKloo are also held throughout Book Expo, May 29-31, at the games' distributor [Lion Rampant Imports, booth #S548](#))



All attendees will have a chance to play the uKloo games with the official uKloo representatives and everyone will find some *free* uKloo premium buttons at the booth (while supplies last). In addition, entries will be taken by "liking" the [uKloo Facebook Page](#), and "following" the company on [Twitter](#) in order to win a *free* copy of the uKloo Early Reader and/or uKloo Riddle Edition game.

Mom's Choice Gold Award recognition coincides with another recent uKloo prestigious designation as [PAL \(Play Advances Language\) Award](#) winner.

Doreen Dotto, president of uKloo Kids and uKloo game designer, said, "We are overjoyed by the recognition from PAL and Mom's Choice. It is further validation of our commitment to providing products that are not only fun for kids, but reassuring to parents that valuable literacy skills are reinforced along the way."

Dotto, who created the content for the games, quipped a reflection on the uKloo Riddle Edition, saying,

*"Don't tell the kids  
That it's learning fun  
They'll solve the riddles  
'Til a surprise is won!"*

*"Come to Book Expo  
For some uKloo play  
Enter the draw  
For a game giveaway!"*

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 Early Reader Treasure Hunt (MSRP \$15.95 for two for more players ages 5 and up) and Riddle Edition are 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 launched 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:**

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