



Our Story

There was once a mom who was always looking for better ways to entertain and educate her three kids. She would take them to the library, museums and travel far and wide to show them interesting things and places. When her first child was 4 or so, a friend and educator introduced her to storyteller Jim Weiss. The family grew to love his stories and voice – particularly in the car as kids were shuttled between school, practices, birthday parties and the like. This led to explorations of more audio stories at the local library and bookstores that unearthed classics such as *The Scarecrow and His Servant* (Recorded Books), *The Tale of Despereaux* (Listening Library), and storyteller talent Bill Harley... Life was good.

Enter dad who had spent the last 20 years working in kids/family entertainment at The Walt Disney Company, Nickelodeon and National Geographic, and on projects as far ranging as *The Muppets*, cable channels Noggin and TV Land, kids TV series *Toot & Puddle*, and the Academy award-winning film *March of The Penguins*. Leaving National Geographic to pursue more entrepreneurial endeavors, dad was introduced to a streaming technology company called Stitcher (www.stitcher.com), which is the leading news/talk audio app on smartphones. Dad helped Stitcher structure and close deals with their founding partners, such as BBC, NPR, *Wall Street Journal*, CNBC, *New York Times* and *Newsweek*.

In a moment of clarity, pushed by mom who wanted to get more stories, more easily on her iPhone, dad realized there might be an opportunity there, combining mom's insights, dad's industry know-how and Stitcher's technology. Thus was born Tales2Go. Deals were struck with Stitcher and various audio publishers and storytellers willing to bet on a new technology. Finally, mom agreed to become Chief Mom of Tales2Go, embraced her digital self and soon had over 2,000 Twitter followers, many of them mommy bloggers interested wholesome products and services for kids.

Tales2Go went live in the Apple App Store in February 2010. And the story continues...

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