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## Burps, Smelly Bums and *Parent Bingo*

**Keep smiling through the tears, tantrums and bursting nappies...with a *brand new App***

A new iPhone App aimed at boosting parents' first line of defence, their sense of humour, has been launched today. Called *Parent Bingo*, it helps parents mark – and maybe even celebrate – some of the most common, yet challenging events they'll face in the early years.

Whether it's a nuclear nappy, snot on the suit or realising just how much their life has been totally turned over, parents can share their experiences through Facebook and Twitter. The creators say this can really help to take the sting out of the toughest times.

It's the first app from Bookmarked Games, a company that develops games aimed at bringing families together. Co-founders Oliver Roberts and Jeremiah Alexander say their main focus will be on games aimed at kids and family play, but *Parent Bingo* lets parents have fun too. After all, if you've got happy parents, chances are you'll have happy kids.

"Mainly, this is just a bit of fun, but there's a serious side too," says Oliver. "Using *Parent Bingo* to show off on Facebook and Twitter that you've just won points because you're covered in your baby's vomit won't clean up the mess... but it might just help you cope with it. In fact, it could help a lot.

"As any parent will tell you – it's not just about what happens, it's your mood when you're faced with it. Keeping your sense of humour can make all the difference."

The first release of *Parent Bingo* focuses on babies, but it will go on to cover other stages, such as toddlers, pre-school and starting school.

Jeremiah says "*Parent Bingo* takes the concept of '[gamification](#)' and uses it to have fun with things that parents can often find very difficult. Most of what I've done till now has centred around using games for education, so this has been a really interesting and very different way to use gaming.

"Games really do have the potential to improve our lives. While this App is aimed at parents rather than kids, for us at Bookmarked Games it's all about trying to create games that can enhance family life. Sure it's just a small contribution, but anything helps."

Jeremiah is an award-winning games designer and digital entrepreneur and Oliver is a father of two, a public policy strategist and author of *The Partner-Parent Principle*.

Despite their different backgrounds, they developed Bookmarked Games because of their shared aim: to make full use of gaming's potential to strengthen family ties. Games have been a central part of family lives for thousands of years, but while some of that may have been lost in recent decades, Jeremiah and Oliver believe that newer technologies and games platforms have the potential to not only restore those connections but to greatly enhance them.

The App is available to download now from the App Store: <http://bit.ly/iTunesParentBingo> and Parents can also share their own interesting baby stories on Twitter using the hashtag #ParentBingo or through the Facebook Page ([www.facebook.com/ParentBingo](http://www.facebook.com/ParentBingo)), with some of the best potentially being featured in the next update.

**Further information and contacts:**

[www.parentbingo.com](http://www.parentbingo.com)

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