

Mommy,
Daddy,
I really want
to know...





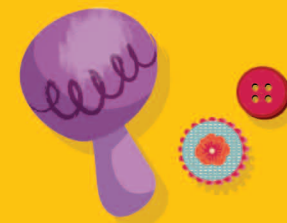
Where do babies come from?



It is the question many parents fear most. What, and how much, should one say?

Meet Clementine - The Next Great Explorer

She's a precocious 6-year-old dynamo with an outsized curiosity about the world around her. When Clementine finds out she is having a baby brother, she embarks on a journey to learn where babies come from and what it's like to be a big sister. Along the way, Clementine explores love and birth.



**“Clementine Wants to Know...
Where Do Babies Come From?”
is the first in a new series of
interactive children’s storybook
apps for kids ages 3 to 10.**

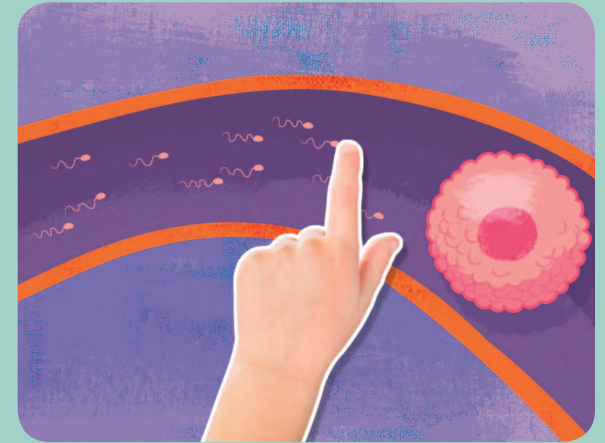
Clementine Wants to Know™ uses the touch-screen based technology of tablets and other mobile devices to engage children in a unique, entertaining learning experience that offers deep and meaningful understanding of different phenomena in their world.

Our first title follows Clementine as she wrestles with the idea of having a new little brother. She shares her concerns about no longer being an only child and wonders where is this baby coming from. Clementine’s journey leads her through different milestones in the creation of life, from identifying love around her, through understanding the differences between men and women, to pregnancy and birth.

Wherever she goes, her talking camera, Zoom-Zoom, accompanies Clementine as a teacher and friend. By using Zoom-Zoom’s “super features” Zoom, Speed, Flash and Wonder Vision™ - readers can experience special environments, interact with elements, and learn about them in a fun and engaging way.



Each page of *Where Do Babies Come From?* engages readers with an interactive activity. For example, children learn about conception by leading a group of sperm cells down the fallopian tube until they reach the egg. Readers can visit the baby inside his mother’s womb through different stages of pregnancy. Finally, readers can help mom “push” and the midwife and doctor deliver the baby, even “cutting” the umbilical cord themselves.



All these activities are presented in a friendly, educational and honest way to enhance the reader’s learning experience and the parent’s comfort level.

At the end of her journey, Clementine accepts the wonderful new addition to her family and shows newfound responsibility as she helps take care of the newborn with the reader’s help, of course.

Clementine Wants to Know... Where Do Babies Come From? dedicates a special chapter to various types of families as Clementine introduces some of her friends who joined their parents through adoption, donor insemination or surrogacy. This helps children better understand and accept diverse families and relationships in our society.



Young children are like little engineers. They want to know, “Exactly how does it work?”

Clementine Wants to Know... Where Do Babies Come From? has just the right mixture of storytelling and scientific facts to provide fun answers to “How did the baby get in there?” and “How will it get out?” It provides factual information for adults and for children. It opens the door to truth-telling and answering questions that will encourage lifelong discussions in families.

Educated children feel more confident, are more willing to talk and ask questions in a more mature manner. They are also much better protected from sexual abuse and exploitation.

Abusers seek uneducated children because they are so easily coerced or seduced into sexual activity and keeping it secret.

Some parents believe that innocence protects childhood. In fact, abuse destroys it. Factual, honest education protects it. Children who know the facts are much more likely to speak to their parents and disclose what happened.

I like the humour, the honesty and the portrayal of sexual activity as normal. As someone who has taught sexual health to audiences ranging from preschoolers to grandparents for close to 40 years, I am sure that you and your child will enjoy *Where Do Babies Come From?* as a starter learning tool.

Meg Hickling, C.M., O.B.C., LL.D.



Meg Hickling is a Registered Nurse who has been teaching sexual education for nearly 40 years. She is an outstanding educator, and her ability to convey difficult material with sensitivity, gentle humor, and warmth distinguishes her as a remarkable teacher and role model. Ms. Hickling is a content specialist for Clementine Wants to Know... Where Do Babies Come From?



The Creative Team

Michael Seidelman
Writer

Michael Seidelman is the author of three children's stories, including Puddle Tap Publishing™'s first title, *The Nativity Story: Popup Edition*. He continues to be amazed at all the creative possibilities of telling a story on a tablet device and enjoyed the challenge of telling the age-old story of the birds and the bees in an entirely new medium with unlimited possibilities. Michael is currently writing a fourth children's book and his first novel for a young adult audience.

John Skewes
Illustrator

John Skewes is the author and illustrator of the bestselling *Larry Gets Lost* children's picture book series. With more than 140,000 books in print, *Larry Gets Lost* has been featured in school lesson plans, included in educational grants, and reprinted in educational texts by National Geographic. In addition to his own published works, John has worked for Disney, Warner Brothers, Hanna-Barbera, 20th Century Fox, Pixar, and Simon & Schuster. John is happy to collaborate with Puddle Tap Publishing™ in the creation of the *Clementine Wants to Know™* brand.

Meg Hickling
Content Specialist

Meg Hickling is an internationally known sexual health educator celebrated for her ability to convey difficult material with sensitivity, gentle humor, and warmth. She is the author of the bestseller *Speaking of Sex: What Your Children Need to Know and When They Need to Know It*, which has become a resource for parents worldwide.



About Puddle Tap Publishing™

Puddle Tap Publishing™ is a creative leader in interactive book publishing and digital media experiences for children. We share our love for storytelling and art to inspire, educate, and entertain. With a talented team of artists, illustrators, writers, voice talents, and programmers, we elevate the traditional book experience to something new, making use of all the wonderful tools offered by new technologies.

With more than 15 years of experience in various forms of storytelling from filmmaking to branding to multimedia and game design, Puddle Tap Publishing™ has chosen to focus on interactive books and shows for mobile

media as the ultimate expression of our skills and experience.

Located in Vancouver, Canada, Puddle Tap Publishing™ was founded on the vision of inspiring curiosity and opening kids up to the wild possibilities of their own imaginations. Consistently applying high production values, Puddle Tap helps families use mobile technology to make story time enchanting and educational.

Puddle Tap Publishing's first title, *The Nativity Story: Popup Deluxe Edition*, received a 5-star App Store rating and overwhelmingly positive reviews from users and the media.



ClementineTM
wants to know...



**Where do babies
come from?**

Credits

Written by **Michael Seidelman**
Illustrated by **John Skewes**
Content Specialist **Meg Hickling**
Art Direction **Edouard Sitbon**

Programming **Warren Wang**

Voice Talents **Kylie McGowan**
David Godfrey

Character Animation **Álvaro Muñoz Ruiz**
Opening Sequence **Kyle Richtsfeld**
Additional Animations **Stephen Shevchuk**

Sound Design **Ryan Marchant**

Produced by **Edouard Sitbon**

Publisher **Puddle Tap Publishing**

For Enquiries

Puddle Tap Publishing Ltd.

Business Development and Marketing

Jay Eidelman
1-778-709-7038
jay@puddletap.com

For all other enquiries

Edouard Sitbon
1-778-986-7224
contact@puddletap.com

Media kit available for download:
www.puddletap.com/apps/clementine

Funding provided by

creativeBC
BRITISH COLUMBIA'S CREATIVE INDUSTRY CATALYST



**BRITISH COLUMBIA
ARTS COUNCIL**
An agency of the Province of British Columbia

Available September 2014

