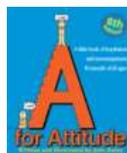


# Media Release



16<sup>th</sup> October, 2013

## Interactive app helps young children think positively

**MELBOURNE, Australia:** Children's author and Illustrator Julie Davey has launched a new mobile app encouraging positive approaches to problem solving and goal setting in young children

The **FabFirst5 app** is an interactive app providing children with step by step coaching to shift their focus from problems to possibilities, and frame their day more positively. **An Australian creation, the app is a breakthrough tool for educators and families to include technology in guiding children through challenges.**

The app assists children with emotional re-framing techniques and suggesting positive outlooks, visualizing approaches and coping mechanisms which encourage conflict resolution and personal self-worth.

The hero feature of the app is the **PossibiliTree** as users are encouraged to 'Turn worries into wishes, and problems into possibili-trees'. Inviting the young user to record their personal challenges onto leaves of the PossibiliTree the program demonstrates examples of how to **manage problems** and work through steps to consider more positive outcomes. With its bright colours, simple graphics and interactive programming the **FabFirst5 app** is **highly effective** for mid to upper primary school users, teaching and mental health practitioners, counsellors and parents.

The app's title refers to the premise that everyone can achieve positive possibilities from a positive outlook in the first 5 minutes of their day. The app can also work in tandem with an **optional support program The Fabulous First 5 Minutes Home pack** with tailored resources and programs which can be purchased on-line and adds value for parents, teachers, and specialist staff as they address more challenging issues and concerns. This well established support program has been widely received in Australian schools and well regarded by educators and youth counselors.

Teaming up with Software developer OMate, Ms Davey's skills at simplifying more adult positive thinking concepts and incorporating colourful illustrations and graphics has delivered a simple, easy-to-follow interactive app for young minds to explore. The app has been trialed with teaching and counselling staff to refine content and application and is targeted at 5 – 12 year olds.

"For children to thrive, it helps if they **can release worries**, giving them the 'head-space' to consider other possibilities and solutions. **I really believe this app helps kids, and parents become more responsible, resilient and conscious of opportunities available to them,** " said app creator Julie Davey.

"Many kids feel more comfortable communicating through the screen, and the app is an ideal tool to enhance the teaching and counselling of experienced staff and parents as they reach out to kids and work through issues together. The app allows for a personalised approach in addressing the challenges children face in their own lives so that they feel empowered with logical steps and visualizing approaches" said Ms Davey.

The FabFirst5 app is available from iTunes, from 15 Oct 2013 for 99 cents. It is compatible for IOS versions starting from 4.3 to 7 and optimized to work in iPad and iPad Mini and iPhone 4s and 5.

<Ends>

**Media enquiries : Andrea Rowe Mob: 0409 965 552 email: [coastalconnection@skymesh.com.au](mailto:coastalconnection@skymesh.com.au)**

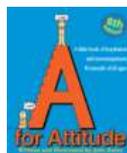
**Photo opp with Author / App creator Julie Davey & children . Tags: new technology; ipad and iphone app**



[Twitter@AforAttitude](https://twitter.com/AforAttitude)

[www.aforattitude.com.au](http://www.aforattitude.com.au)

# Media Release



## The FabFirst5 app features includes:-

- Mobile app designed for easy access
- Colourful graphics and simple animation
- Hero feature The PossibiliTree
- Individual child's challenges can be inserted by user
- Users can have many PossibiliTree's eg one for sport, school, building confidence
- Quirky catchphrases appear throughout the app
- While not a game, the design process features stages for the child to work through at their own pace and achieve levels of personal satisfaction
- Young users are invited to share PossibiliTree successes through an invitation to email the creator for a response
- On sale from 15th Oct, 2013 onwards for 99c
- App avail from iTunes and compatible for IOS versions starting from 4.3 to 7 and is optimized to work in iPad and iPad Mini and also works in iPhone 4s and 5.
- The author's work is endorsed by noted Australians Dame Elisabeth Murdoch AC DBE and John Bertram AM
- The app can be further supported and complemented by an established tailored program the Fabulous First 5 Minutes home pack for families or school pack for the classroom
- For the Launch month of October the Fabulous First 5 Minutes Home pack (normally retailing at \$57) will retail at \$29.95 as a special offer ending 15 December 2013.
- For the launch month of October there is also a free positive program the 'The Positivity Meter Maid <http://www.aforattitude.com.au/switch-your-focus/positivity-meter-maid/> under the 'Switch Your Focus' tab which ends 15 December 2013.

## Author / Creator details:

- Julie Davey - follow her and her other endeavours on facebook at <https://www.facebook.com/FabFirst5Minutes>, twitter at AforAttitude or by visiting [www.aforattitude.com.au](http://www.aforattitude.com.au)

## Software designer:

- Visit Software developer OMate at [www.omate.com.au](http://www.omate.com.au)

**Media enquiries : Andrea Rowe Mob: 0409 965 552 email: [coastalconnection@skymesh.com.au](mailto:coastalconnection@skymesh.com.au)**

**Photo opp with Author / App creator Julie Davey & children . Tags: new technology; ipad and iphone app**



Twitter@AforAttitude

[www.aforattitude.com.au](http://www.aforattitude.com.au)