

**Contact:**

Ms. Hyunjin Koo

Tel: (O) +1 917.331.7664 (M) +1 917.579.8752

mail@theflyingsquid.com | <http://www.theflyingsquid.com> |

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**First Truly Customizable, Sophisticated, Engaging and Entertaining Children's Story App  
Launched by Award-Winning Filmmaker**

*Three Generations of Artists Collaborate to Create Personalized, Bilingual Children's Series of Story Apps, 'Yuri and The Flying Squid'*

New York, NY and Bilbao, Spain – October 22, 2015 – Award-winning filmmaker Iván Cortázar in collaboration with his mother, fine arts painter Sol Frías, and Iván's five-year-old son Yuri Cortázar today announced a series of apps for kids, *Yuri and the Flying Squid*. The first app in the series, *Yuri and The Flying Squid on Turtle Island*, is now available for iPad®, iPhone® and iPod touch® on the App Store for \$3.99. *Yuri and The Flying Squid on Turtle Island* is not only a customizable children's picture book, short animated story, educational game and tool, it also has an environmental theme threaded throughout. The app is appropriate for ages one to seven years old. The three additional apps in the series are expected to be released throughout the next year.

Inspired by vibrant charcoal-and-pencil illustrations by Sol Frías, parents and children will be able to select the hero's skin tone, eye color, clothes, hairstyle, and name. They can also listen to the narrated story, currently available in English and Spanish, or record their own voice narration. The app features original music composed by Dutch musician Martijn de Man, and sophisticated animations that adjust to the characteristics of each customization. For a sample of the app, please access: [http://fsquid.co/turtleisland\\_demo](http://fsquid.co/turtleisland_demo)

*Yuri and The Flying Squid on Turtle Island* features Yuri the little pirate hero, who discovers to his dismay that his favorite beach is covered with trash. In this beautiful journey, Yuri cleans the beach with a number of new friends, discovers fellow pirate Chopito (the titular Flying Squid) buried under a garbage pile, and saves him from a trashy death. In the course of their adventure, Yuri and Chopito form a friendship around their concern for the environment, and their mutual desire for high adventure!

Engaging and entertaining, *Yuri and The Flying Squid on Turtle Island* also imbues values: ocean ecology, friendship, respect, and spontaneous ingenuity. The app also includes educational tips for parents, along with a learning game for children. As a bonus, there are pirate songs to learn, and riddles to answer... "What is stranger than a moon-shaped star fish?"

*"I'm a father of two children who got frustrated with many of my children's book apps; the apps ended up as interactive games that distracted my kids from the story," says Iván Cortázar, creator of 'Yuri and The Flying Squid.'* *"As a filmmaker, I've always paid a lot of attention to story and narrative. I wanted to create apps with new technologies that maximize the experience of reading children's stories without a host of distracting features. I'd like to give parents and children a unique experience that they can both delight in. Our stories are a bit like short*

*immersive films, with beautiful original music and sounds. The customization allows children from anywhere in the world to immediately connect with the story, dive into the adventure, and learn the lessons.”*

*Yuri and The Flying Squid on Turtle Island* was made possible with support from the Ministry of Education, Culture and Sports of Spain.

***About the Artists.***

The *Yuri and The Flying Squid* series begins with family history. One son (Iván) got inspired by his son (Yuri), and invited his mother (Sol) to create a series of children’s books. This tongue-twisting history was the start of an innovative adventure, and a small family business.

(Mama) Sol Frías obtained a Bachelor’s Degree in Fine Arts from Basque Country University (Spain). After many years in administration, she decided to quit and open her own art gallery. Since its opening, Xanon Art Gallery has exhibited dozens of international contemporary artists. *Yuri and The Flying Squid* is Sol’s first foray into the world of children’s book illustrations - she loves it!

Like his mother, Iván Cortázar also graduated from Basque Country University (in Business Administration), and then quit his job (accounting) to study arts. He moved to New York City to pursue an MFA in photography and film from the School of Visual Arts. He still lives in NYC, working as a filmmaker and video artist. His short films and video art projects have won numerous international awards, including the New York Foundations for the Arts Fellowship, and have screened all over the world. After the birth of his first son, he discovered a previously untapped talent: telling children’s stories. <http://www.ivancortazar.com/>