

**For Immediate Release**

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**Children's Book "Cycle of Rice, Cycle of Life" Published on iPhone and iPad Illustrates How Balinese Children Have Fun Growing Rice, Chasing Ducks, While Maintaining Ancient Sustainable Farming Methods**

*Author Jan Reynolds adapts her book to the mobile platform about Balinese children learning how the cycle of rice has sustained their culture for centuries, through the ancient methods of sustainable farming and water conservation.*

Bali, Indonesia (**April 22, 2011**) – In celebration of Earth Day, world record-setting climber, skier, author, photographer and conservationist Jan Reynolds announces the release of her award winning children's book, *Cycle of Rice, Cycle of Life* is now available as a mobile application on the iPhone® and iPad®. This gorgeously illustrated "green" story describes the environmentally sustainable rice farming practices that have been in existence for over 1000 years on the culturally rich island of Bali, depicting a brother and sister who grow up maintaining this custom. Children will enjoy the story as they read or hear an audio narration learning that the ducks are the hero's in the book!

The story explains what "sustainability" means in a way that children will understand and appreciate, showing ancient rice farming methods on the beautiful island of Bali. The story follows Putu and his sister Kadek through the cycle of planting and harvesting rice, only to learn that the hero's in sustainability are ducks that Putu herds into the fields. The ducks eat the worms and pests, becoming a natural pesticide, and the duck manure becomes a natural fertilizer for the soil, so the ducks play a huge role in this ancient cycle of sustainable agriculture.

Water is the other critical ingredient for success in the cycle of rice and life. As the rains fall down around the high volcanoes, it flows through man made streams, ditches, and aqueducts, into every rice field throughout the island, all the way out to the sea. This system of water sharing is called Agama Tirtha, or the "religion of water". The community of Bali comes together at temples throughout the water system, to honor the water, and to maintain the system of flow using dams, and other modes of control. This sharing of water is a wonderful example to observe as water resources become strained throughout the world.

"The *Cycle of Rice, Cycle of Life* is a lovely example for children to understand how important sharing water and using natural resources for growing our food is," says Reynolds, who adds, "It's a wonderful story with a BIG life lesson and we are excited to bring the story to life in an interactive experience on the mobile platform." Reynolds lives her philosophy and says "The best each of us can do to help earth sustain its varied environments is to tread as lightly as we can and decrease our environmental footprint, reduce your personal consumption and waste, and diminish your energy use and pollution."

In the story, Reynolds follows the lives of 2 children through vivid photographs and narration and illustrates the cycle of growing rice, explaining how water first spills down Balinese volcanoes, then the rice is planted and harvested with the ducks naturally eliminating pests and rejuvenating the soil. For thousands of years, the Balinese people have lived in harmony with the natural rhythms of life through an intricate system of water sharing and crop rotation. The Balinese rely on the freshwater supply from the rain to sustain their rice fields. These cycles of water and harvest connect the people to the land and to each other in Bali, the world's largest producer of rice.

Reynolds work is an excellent resource for parents trying to communicate to their children what sustainability is, and for teachers who need help with developing lesson plans. The *Cycle of Rice, Cycle of Life* is engaging and simplified for the youngest of readers, and has enough information that is interesting for older readers. Reynolds worked with Apptology, a mobile application development company to get the story published on a mobile platform. The mobile version of the book will not only feature the stunning photography, but also an audio narration read by Reynolds for each page when touched, so children can have an interactive experience listening to the story.

**Book Category:** Children's Ages 4-12 | **Print/ISBN:** 978-1-60060-254-2 | Available at the Apple iTunes App Store:

iPhone is .99¢: <http://itunes.apple.com/us/app/cycle-of-rice/id421974545?mt=8>

and iPad is \$4.99: <http://itunes.apple.com/us/app/cycle-of-rice-hd/id421980097?mt=8>

## About Jan Reynolds

Author of 2 books for adults, *Everest Grand Circle*, Mountaineers Publishing, and *Mother and Child*, Inner Traditions Publishing. She authored 14 books for children including *Vanishing Cultures Series*, winning awards from the Parent's Choice Award, CBC Notable Children's Books in Social Studies, and American Book Sellers "Pick of the List". Reynolds has been on expeditions to China, Tibet, Nepal, New Zealand, Australia, Lapland, Amazon Basin, Canadian Arctic, Mongolia, Sahara, and held the women's high altitude skiing record for women sponsored by National Geographic. She is one of America's best known and articulate spokes person on mountaineering with appearances on ABC's Good Morning America, NBC's Today, National Public Radio, New York Times, Hour Magazine, and three adventure films. Also a wilderness photographer, writer and lecturer for National Geographic, Vogue, Esquire, New York Times, various ski and outdoor magazines, photo exhibit at New York's Asia Society, and United Nations. For more information about her books, photography, videos and lecture series, please visit <http://www.janreynolds.com>.

## About Apptology

Based in Folsom, CA, Apptology Inc. is a leading mobile application development, training and marketing company. Unique in their service offering is a comprehensive suite of solutions for the mobile application industry. The management team includes industry pioneers from Silicon Valley and Fortune 500 companies working with and developing mobile, interactive and new media technologies. The 100 + person development team have created hundreds of applications for various companies around the world on all platforms. For more information please visit <http://www.apptology.com>.

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