



For Immediate Release

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Children's Book "Portia Polar Bear's Birthday Wish" Now Interactive on iPhone and iPad

Children's Book, *Portia Polar Bear's Birthday Wish* is Now Available as an Interactive Experience on Apple iPhone® and iPad® Mobile Application Platforms

Author Margie Carroll, and world re-known wildlife photographer, Daniel J. Cox collaborate to create a mobile application of their new children's book that showcases stunning photography with audio narration of the endearing story.

Polar Bear Capital of the World - Churchill, Manitoba, Canada (Fed. 14, 2011) – Kicking off the annual polar bear congregation, wildlife photographer Daniel J. Cox and author Margie Carroll started the book signing tour in November to debut their new children's story, *Portia Polar Bear's Birthday Wish*, published in print and now as a mobile application on the iPhone® and iPad® platforms. Children will be able to enjoy the story by either turning the pages of the book, or on a mobile device where they can see the pictures and hear Carroll's audio narration.

Carroll and Cox teamed up to showcase the life of a polar bear cub that comes to realize she isn't like everybody else in the arctic, as she is pigeon-toed. Portia's mother tries to console her and she also turns to her other arctic friends for reassurance and confirmation. It's a feel good story that introduces young people to one of nature's most charismatic and beautiful animals, the polar bear. *Portia Polar Bear's Birthday Wish* tells a positive tale that inspires acceptance of one's unique characteristic, with stunning photography as the backdrop to this endearing story.

Each year, Cox heads to Churchill, Manitoba for the annual polar bear congregation on the shores of Hudson Bay, but this time, Cox and Carroll were both there to kick-off their collaboration in a book signing event and met polar bear lovers from around the world. A portion of the proceeds from the book and mobile application support [Polar Bears International](#) to enable continued work spreading the word and science about polar bears.

"It's a book I'm especially proud of due to the incredibly creative way Carroll weaves a positive life lesson into a book about baby polar bears," says Cox, and added, "It will be great reading for the young and young at heart, and I'm hopeful everyone will enjoy the photos as well." Carroll concurs and commented, "Children will love the beautiful photography as they meet all the characters in the story, and they will identify with the lesson of acceptance that we all have experienced". Cox and Carroll agreed, "We really wanted to have the story be interactive and available in a mobile application and are very excited to have this endeavor become a reality."

Cox and Carroll self-published the book together and have worked with Aptology, 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 Carroll for each page when touched, so children can have an interactive experience listening to the story. **Book Category:** Children's Ages 3-7 | **ISBN No.:** 978-0-9844793-3-7 | Available at the

Apple App Store, and for iPhone is .99¢: <http://itunes.apple.com/us/app/portia/id394341038?mt=8> and iPad is \$4.99: <http://itunes.apple.com/us/app/portia-hd/id394341704?mt=8>.



Daniel J. Cox

Daniel J. Cox has been photographing polar bears for over twenty years. The Portia collection represents some of the finest imagery ever captured of baby polar bears. Cox has traveled to all seven continents in search of the photographs that inspire his art and inform his audience. His work has been recognized and awarded in competitions including the BBC Wildlife Photographer of the Year and Nature's Best. He has been featured in galleries such as Nikon House, NY, the Natural History Museum in London and the National Museum of Wildlife Art in Jackson, Wyoming. Cox is a regular contributor to natural history publications worldwide. He works with Hewlett Packard as a consultant for their fine art printers, has been honored as a Nikon "Legend" and is a mentor for American Photo's "Mentor Series" photography workshops. His most personally satisfying accomplishments, however, include his two cover stories for National Geographic Magazine as well as his current volunteer work as a communications specialist and advisory board member for Polar Bears International. He is sole photographer for seventeen books including Whitetail Country that sold over 150,000 copies. To learn more about Daniel and his work visit his website at www.naturalexposures.com

Margie K. Carroll

A retired educator with over thirty years of experience in the education field, Margie has spent much of her life teaching children. Along the way she has also excelled as a media expert, computer programmer and technology specialist. Observing and documenting animal behavior has been a passion for much of her life, and with her new collection of children's books she has now turned that love for all things in nature into a second career. *Portia Polar Bear's Birthday Wish* is just one of four new children's books that uses her story-telling creativity along with hers and others' photography to capture the lives of wild animals and present their stories from the the point of view of the animals offspring.

About Aptology

Based in Folsom, CA, Aptology 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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