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Become Your Own Story Explorer

Express individual freedom of creativity through a NEW storytelling experience

(Inland Empire, Calif.) - Imagine a new way of telling stories using minimal definition and maximum creative power. Unlike traditional storytelling that forces the listener into one mindset, [Burple Creativity Inc.](#) aims to change the way stories are told by encouraging individual creativity with the help of AVA, a storytelling mobile app that controls lights and sounds within a storytelling tent.

“We believe that creativity is the most powerful tool an individual possesses and we want to provide the tools you need to get you and your child’s creative muscles flexing,” says Cat Altmann, Burple Creativity’s creative manager.

When immersed in a story told by Burple, what you experience is not a randomized assortment of lights and sounds but a highly engineered artistic presentation designed to evoke the participants emotions. Behind every Burple story, consists of a team of sound, lighting, and writing professionals designing experiences that allow individual creativity to form.

In a world of digital readers, storytelling smart speakers and apps, Burple provides an engaging way of telling stories with new opportunities to employ children’s emotions, senses and cognitive thinking.

“We use technology to the benefit of the parent-child relationship,” says Burple CEO Taylor Cole. “By bringing technology to the room in a way that parent and child can co-create together we are starting a storytelling revolution!”

Ready for an example? Join our protagonist in “Impatient Lazlo” as he/she is making food: “Here are your ingredients: Now, pay close attention. Add three of these, one of this, and two dashes of that. Put this on and let it sit until it begins to change.” What did you imagine being cooked? Ice cream? Pizza? Pancakes? These are all answers kids, who have experienced the story before, have given. The listener determines what’s happening in the story.

The desire to transform storytelling motivated the team to write and develop stories that utilize more of your senses, introducing the use of lights and sounds. Burple is launching AVA on Kickstarter in the summer of 2019.

For more information, visit burplecreativity.com.

The Burble creative team has over 30 years of combined storytelling and theatrical design experience. Headquartered in Riverside, California, Burble works to create unique experiences through technology that brings storytelling to life. burblecreativity.com