

“Jeremy Goes to the Fair” by Apptastic Software for iPad, iPhone, and iPod Touch

“Jeremy Goes to the Fair” invites kids to join Jeremy Jaguar and friends for a fun-filled day at the fair. They’ll learn, laugh, and play with 9 great games and over 50 videos.

FAIR DAYS

The game is designed as a cohesive world, evoking the feeling of a warm and sunny day at the fair with friends. All the rides and games at the fair befit the setting, and Jeremy Jaguar and friends set the tone with their kindhearted banter and rapport.

“The world today can often seem filled with uncertainty, especially with news events that may generate some anxiety for kids,” says Warren Pratte, who along with business partner Dave Stephenson designed the game. “So we wanted to create a setting that perhaps harkens back to a simpler time”.

To foster safe play “Jeremy Goes to the Fair” has no in app purchases, no third party advertising, and no links to external websites.

The 9 games at the fair offer a variety of play experiences and learning opportunities. Each one has gameplay tailored to support a range of ages: easy for ages 4 to 6, medium for 6 to 8, and hard for 8 and up (including Mom and Dad, providing challenge for the whole family).

“We wanted the quality to be such that any of the games could stand on their own,” says Dave. “But with all 9 together in the same package, we believe it offers tremendous value for parents”.

Furthering the value, “Jeremy Goes to the Fair” is a universal app playable on iPad, iPhone, and iPod Touch. The Apptastic team realized that many kids inherit older devices, so they designed the game to work on all iPad models, iPhone 3GS and higher, and iPod Touch 3 and higher.

“We took pains to optimize the game, and minimize load times to go almost unnoticed,” says Dave. “It looks good on older devices, but scales up to retina resolution graphics on newer devices and looks fantastic”.

GOING TO THE FAIR

The road to the fair has been a long and winding journey, beginning in 1998 when Apptastic Software published the classic game “Geoffrey Goes to the Fair”. The game won widespread critical acclaim, including an all-star from Children’s Software Review and CNET calling it “... one of the finest children’s titles ever produced”.

“When we made the first game, Dave had young children but I did not,” says Warren. “It is ironic to have spent much of my life making games for kids, without experiencing the joy of seeing my own children play them.

I’d given up hope, but sometimes miracles do happen - and a decade after the release of the first game my wife and I were blessed with the arrival of our daughter.

When she was old enough to play the original game, she loved it and begged me to make a modern version she could play on the iPad. Just as in “The Princess Bride”, I found there was only one answer I could give my own little princess... ‘As you wish’”.

INTRODUCING JEREMY JAGUAR

“Jeremy Goes to the Fair” is not a re-release or update of the original game, but a completely reimagined version - with all new graphics, sound, music, and a different leading character in Jeremy Jaguar.

The original 1998 game licensed Geoffrey Giraffe, the famous mascot of Toys ‘R’ Us stores, as the leading character. But for the new version, the team at Apptastic Software wanted the freedom of using their own original character.

“Making games today is tough, especially in the the highly competitive mobile market,” explains Dave. “This game was really a labour of love for us. Given our small core production team of three people, we knew to get the quality we wanted meant it would take longer than for most children’s apps. So using our own lead character in Jeremy Jaguar gave us more leeway in terms of both scheduling and art style. Toys ‘R’ Us continue to be great partners with us on other projects”.

EVERYONE IS WELCOME AT THE FAIR

When the original game was released in 1998, Lenny Lion drew attention as one of the first paraplegic characters to appear in a children’s game. Lenny is once again a feature character in “Jeremy Goes to the Fair”, and is now sporting a much more modern wheelchair.

The team at Apptastic Software believe that it is important for children to see themselves reflected in entertainment, including the games they play, and unfortunately the intervening years have not seen a significant increase in representation of characters with disabilities.

“It has really been a process of discovery for us, because we had no agenda when we first designed Lenny. He was simply a character that we found interesting and wanted to explore,” recalls Warren. “So we were quite surprised and moved by the response Lenny got from children around the world. That’s when we realized just how empowering it was for kids to feel represented by characters in their games”.

When the original game was created, the designers were embarrassed to realize that the fair had been created without wheelchair ramps (which had to be hurriedly and belatedly added). This time there would be no such omission, and lead artist François Daigle - with a background in 3D architectural modeling - went a step further making sure the ramps in the fair were all to code for width and slope.

In the same spirit of inclusivity, all the games in “Jeremy Goes to the Fair” were designed with visual as well as audio cues - and all the videos closed captioned - to make the game accessible to the hearing impaired.

GAMES AT THE FAIR

- Noodles' Amazing Balloons - Noodles the Clown can make almost any balloon animal you can imagine. Get creative and design your own balloon masterpiece.
- Choo Choo Switcheroo - All aboard! You're the engineer on this train ride, and will have to use logic and planning to pick up all your friends.
- Dunk the Monkey - Throw balls to hit targets in this dunk tank carnival favourite. You'll test planning, timing, and fine motor skills to dunk the monkey.
- Rainbow Stage - Teach Bonny Bunny how to dance in this game of rhythm and music, or sing along with 5 original songs.
- Mystery Match - Is your memory as good as Emily Elephant? You'll find out when you play Mystery Match.
- Bumper Thumper - Everyone loves a bumper car ride, and you'll need strategy to bump cars with yellow flags while avoiding the car with the pirate flag.
- Crazy Carrots - It's a fun and frantic game of quick reactions. Pick carrots as fast as you can, but don't pick a groundhog or he'll take a carrot.
- Haunted Castle - Find your way through the maze and past all the silly monsters. It's never the same maze twice in this mini adventure of exploration and discovery.
- Sticky's Ice Cream - Sticky Penguin has more orders than he can handle. Pay close attention to the sequence of ingredients, and test your concentration in this hilarious sundae making race.

CONTACT US

We'd love to hear from you! For inquiries, or to arrange an interview, please contact us:

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"Jeremy Goes to the Fair" is available now on the App Store for iPad, iPhone, and iPod Touch:
AppStore.com/JeremyGoesToTheFair

(minimum requirements are iPhone 3GS, iPod Touch 3, and any iPad)