# Scary Beasties creates new Gruffalo App to support Yorkshire Tea's tree-planting campaign

**London, April, 10, 2015** - The Gruffalo and the Vanishing Wood is a fun and educational app with an environmental theme “Help save the deep dark wood”.

The game sees the Gruffalo and Mouse replant trees that have gone missing from their woodland home. The aim is to teach children ages 3-8 about deforestation whilst engaging them in a fun tree planting activity with the Gruffalo.

This online and mobile game app supports the Gruffalo’s recent partnership with The Woodland Trust and Yorkshire Tea, who’ve launch a five year pledge to plant one million trees in the UK and Kenya.

The game is available to download now in the App Store, Google Play and Amazon Store.

More information on the tree-planting campaign can be found at [www.yorkshiretea.co.uk/trees](http://www.yorkshiretea.co.uk/trees)

**About Scary Beasties**

A mobile and online games designer and developer, specialising in kids content – pre-school through to the teen market. Established in 2007 with offices in Central London, our clients include Disney, Cartoon Network, ITV, CBBC, CBeebies and Comic Relief.

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