PRESS RELEASE

**JOIN THE CLUB WITH DUGGEE AND THE SQUIRRELS**

*New hit CBeebies show launches game for mobile devices*

**London, 30th July 2015** – BBC Worldwide and mobile games developer, Scary Beasties are proud to launch the first pre-school app and official game of the new CBeebies show, Hey Duggee.

Hey Duggee: The Big Badge App is aimed at pre-schoolers and fans of the show. Using Hey Duggee’s unique graphic style, the app consists of six creative and fun activities with an array of gameplay styles. Grown-ups can download the app now from the App Store, Google Play and Amazon and let their little ones immerse themselves in the Hey Duggee Clubhouse with all their favourite characters.

In this engaging new mobile game, children are encouraged to join Duggee and the Squirrels as they work hard to earn their six club badges. Fun missions include re-styling Duggee's crazy hair, hunting down an outstanding leaf collection, and making their very own funny-faced Totem Pole. Kids can also put their chef's hat on and bake a cake with Duggee, use their artistic skills to colour-in their favourite character, and even dress up each of the Squirrels in their heroic Super Squirrel costume. Completing each activity wins the Squirrels a badge, but more importantly… gets them a Duggee Hug!

Peter Hickman, BBC Worldwide Digital Entertainment Children’s Producer said “Hey Duggee: The Big Badge App is the third release in BBC Worldwide’s series of trusted, high quality apps for pre-schoolers. We have worked closely with Hey Duggee creator Studio AKA and children’s app developer Scary Beasties to come up with an immersive games concept that captures the magic of the Hey Duggee TV series. The six activities have been chosen to provide a mix of gameplay styles, while the badge-collecting functionality ties in closely with the show and increases long-term engagement with the app.”

Check out the official **Hey Duggee** app trailer on the BBC YouTube channel: <https://youtu.be/OUXvuY_w8u4> and download the game now. **Hey Duggee** costs £2.99/€4.49/$4.99 and is available today on the:

App Store:

<https://itunes.apple.com/app/hey-duggee-the-big-badge-app/id1019167420?ls=1%26mt=8>

Google Play

<https://play.google.com/store/apps/details?id=com.bbc.heyduggeebigbadgeapp>

Amazon

<http://www.amazon.com/gp/mas/dl/android?p=com.bbc.heyduggeebigbadgeapp>

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**About Studio AKA**. London-based STUDIO AKA is a multi-BAFTA winning & Oscar-nominated independent animation studio & production company. They are known internationally for their idiosyncratic & innovative work expressed across an eclectic range of projects.

[www.studioaka.co.uk](http://www.studioaka.co.uk)

**About Scary Beasties.** Scary Beasties is a mobile and online games designer and developer specialising in kids’ content. From a game’s initial concept, through to its design, build and launch, their team of creatives and developers has been producing market-leading digital solutions since 2007.

[www.scarybeasties.com](http://www.scarybeasties.com)

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