



## FOR IMMEDIATE RELEASE

# Leading Parental Education Expert Taps TrueFit for New iPhone/iPad App

*Early Childhood Consultation Center Founder Launches iBlankie on Mobile & Social Media*

PITTSBURGH, PA, February 16, 2012— TrueFit, a leading innovation firm which helps entrepreneurial start-ups and large enterprises bring new product ideas to market, today announced the launch of iBlankie, a parenting app for iPhone and iPad, along with a supporting Facebook® page.

The new app, iBlankie, is the brainchild of Irene Shere, noted educator and founder of the Early Childhood Consultation Center (ECCC), which specializes in challenging behaviors of young children. Shere partnered with TrueFit to build an educational app for iPhone and iPad, which would help alleviate the burden of parents struggling to understand children's behavior.

As Director of the ECCC and member of the American Counseling Association, Shere has served as an educational and family consultant to several thousand families and teachers, and her workshops have been delivered to parents and teachers in venues including: The World Bank, The Federal Reserve Board, Goddard Space Flight Center, Babies 'R' Us, adoption agencies, pediatricians' offices, hospitals, grassroots parent groups, daycare centers and schools.

Commenting on the launch, Shere noted, "With a mobile app, we can reach a much broader audience than our in-person workshops and individual consultations alone, and with a mobile device, the advice is there when you may least expect to need it, but need it most. We were very, very pleased with TrueFit on every level--their professionalism, the artwork, the software development, and their strong partnership in working with Apple®, and all that entails. We couldn't have asked for a better app developer experience--on a scale of 1 to 10, we would rate them an 11."

TrueFit Vice President Christopher R. Evans remarked, "We greatly enjoy working with Irene and her team. They have developed comprehensive strategies and tactics to help parents deal with anger management, separation anxiety, conflict resolution and sibling rivalry. By channeling the wide-ranging, effective content into a clean, easy user interface, we've come up with a great parenting tool for use anywhere, anytime. In essence, it's a mobile app version of a 'security blanket' for parents. In addition to the momentum we've been building in verticals like healthcare and sports/entertainment, this app dovetails nicely with our other family-oriented technology offerings like Convershkn and MommyCal."

iBlankie is available as a free download in the iTunes Store <http://itunes.apple.com/us/app/iblanke-every-parents-security/id480230801?mt=8>, or learn more by visiting [www.iblanke.com](http://www.iblanke.com).

### About TrueFit

Enabling Innovation™. It's what we do. For the entrepreneur, and for the enterprise. Helping entrepreneurs, companies, and organizations bring new ideas to market--quickly.

From the raw idea on the back of a cocktail napkin, to an enterprise-level release ready for development, Smartphone, Web, Social Media and Commercial Software apps come to life through our proprietary Idea Launch™ methodology. Dialing up the value of your idea to get investment funding, or to gain executive approval. TrueFit helps you take a product idea from vision to reality. From the whiteboard to the marketplace.

-more-

## About iBlankie

iBlankie provides easily accessible resources for parents and early childhood professionals caring about young children. iBlankie articles are available for purchase online through the Facebook® page:

<http://www.facebook.com/iBlankie?sk=info>, company website: [www.iBlankie.com](http://www.iBlankie.com) or through the iTunes App Store for iPhone, iPad, and iPod users.

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