



FOR IMMEDIATE RELEASE

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Gesell Institute Launches New Developmentally Appropriate Activities Mobile App

New Haven, CT (April 1, 2013) – Gesell Institute of Child Development is pleased to announce its recent relationship with SchoolChapters®. Launched this week, SchoolChapters® has released an educational App that assists early childhood educators in providing developmentally appropriate activities and experiences in programs based on content created by the Gesell Institute of Child Development. The App is to be used on iPads and is currently available in the iTunes App Store.

Gesell Experiences by SchoolChapter®s offers hundreds of activities that span multiple learning domains, and can correlate with assigned curriculums. Users are able to download the App at no charge and then select bundles of Gesell activities based on the learning domains they desire for only a minor fee. Today 7 bundles are available, each containing 10 experiences. Bundles are available at only \$.99 each.

“This venture further solidifies that Gesell Institute of Child Development is a valued early childhood resource and advocacy organization proud to enter into the realm of new age technology,” stated Dr. Marcy Guddemi, Executive Director of Gesell Institute. Appropriate developmental experiences for young children usually do not coincide with the use of innovative technology and electronics. Gesell Institute promotes child development as the basis for all decision making for young children. According to Guddemi, “Teachers are busy people, and searching for developmentally appropriate activities for the classroom in multiple domains takes time. This app is designed to help the teacher help the child using up-to-date technology!”

About Gesell Institute

Gesell Institute of Child Development is an independent non-profit organization that has been associated with how children grow and learn since 1950. The work of Arnold Gesell, PhD, MD (1888-1961) had a profound influence on the field of child development. Based on Dr. Gesell’s pioneering work documenting infant and child growth and development, Gesell Institute’s programs and publications now help parents and educators understand the ages and stages of childhood. Professional development and parent workshops cover a broad range of topics regarding child behavior, healthy growth and development, and positive learning outcomes. For additional information and resources, visit www.gesellinstitute.org. Gesell Institute is on Facebook, Twitter, LinkedIn, and YouTube.

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