



## “There wasn’t an app for that”. Elementary Teacher builds app to provide a fun tool for creative writing.

March 2013 - After years in the classroom continually seeing kids struggle with creative writing, 4<sup>th</sup> grade teacher and now educational technology consultant Brad Wilson, decided to take matters into his own hands. On a shoe-string budget with input from other teachers and kids, Brad created *Write About This*. The app combines high quality imagery with intriguing writing prompts to encourage students to write and it also allows teachers, parents and kids to customize the experience.



“I believe kids enjoy writing about things they are curious about or interested in. I created Write About This because it is something I wanted for my own students, but never had. – Brad Wilson

The app includes 125 interesting images and 375 text + voice prompts. You can select from 3 levels of prompts to ensure each student is challenged. The app specifically aligns with the Common Core Standards (K-12 requirements placed upon U.S. States). An unlimited number of custom prompts can be created by using the device’s camera or picture roll and a writer’s notepad is available for kids to save their work in the app. When done writing, their work can be shared via email to their teacher or proud parent.

Since launching just a few weeks ago, the app has seen a great deal of support. *“I never expected to see so much support from educators around the world. I’ve received photos of kids using the app in school and even some that are using it on the weekends! I can’t wait to see how many more students we can help.”*

### Raves & Reviews

“Very intuitive...an embodiment of the Universal Design for Learning principles” -**EdTechKit.com**

“Making writing fun again... an ‘A’! For any parent who may have a child who is needing extra practice in writing, I highly suggest this app.” - **TeachersAppReview.com**

“This is a great database of writing prompts for elementary age students at all levels. It’s a really beautiful app to use. - **EdReach ToolZeit**

**Website:** Key features, screenshots, video, and review links available at: <http://www.WriteAboutApp.com>

**Press Kit:** <http://www.writeaboutapp.com/press-kit/>

**Availability:** Available on the App Store in two versions: ‘Write About This Free’ and ‘Write About This’ for \$2.99

**Requirements:** Compatible with iPad and iPad mini. Requires iOS 6.0 or later.

### Contact:

Brad Wilson

[info@writeaboutapp.com](mailto:info@writeaboutapp.com)

(517) 240-1916