

CONTACT:

Marilu Rios Kernan

marilu@pepelovesbooks.com

305-972-5257

UNDER EMBARGO UNTIL JANUARY 14, 2016 AT 9 AM EST

AlphaTechBlocks – Learning the ABC’s through Touch, Sight, Sound, and Technology!

*The charm of traditional alphabet blocks combined with the power of technology.
Preschoolers learn letters in English and Spanish.*

Miami, FL. January 11, 2016 - AlphaTechBlocks are an innovative spin on the concept of the classic wooden Alphabet Block. These revolutionary new toys can easily transition from natural to tech play settings and are constructed with colorful, non-toxic rubber. They are equipped with technology that allows them to interact with mobile apps by touching the tablet’s screen to create one-of-a-kind, multi-sensory learning experiences and games for toddlers and preschoolers.

The blocks and the mobile apps were created to coincide with the hit children’s book series, *Pepe Loves Books*. Introductory apps have already been created and feature the memorable characters from the series throughout the learning games. Currently, three more interactive language learning mobile apps are being developed for children ages two through five that make it simple and entertaining for children to learn letters and words in both English and Spanish.

“Rooted in nostalgia and reimagined with innovation, AlphaTechBlocks create a whimsical and playful way to stimulate a child’s natural curiosity while establishing a lasting learning connection to their favorite characters and stories. We intend to connect children to their inner genius through literacy and bilingualism, one AlphaTechBlock at a time.” explains Marilu Rios Kernan, founder of Pepe Loves Books and AlphaTechBlocks.

Marilu is President and Founder of Pepe Loves Books LLC, an early stage company that provides bilingual (English/Spanish) books, develops mobile applications, and learning toys for children age seven and younger. Pepe Loves Books is Marilu’s fifth startup venture and her second start up in the education field.

In order to raise funds for the first production run, Pepe Loves Books LLC has launched a Kickstarter campaign that will last until February 14, 2016.

Kickstarter page:

<http://www.kickstarter.com/projects/1871927434/1731282366?token=20be3f80>

For additional information about AlphaTechBlocks please visit our [website](#), follow us on [Facebook](#), [Twitter](#), [Instagram](#).

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