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## PACIFIC MAGAZINES REVEALS TOTAL GIRL POPSTAR PARTY APP



## SINGING, DANCING AND SMILES ALL FROM ONE NEW FREE APP

**WEDNESDAY 25<sup>th</sup> SEPTEMBER 2013:** Total Girl magazine has partnered with Singa Entertainment to release **Total Girl Popstar Party** – an exciting new app which engages children through music and captures priceless singing and dancing moments.

Mychelle Vanderburg, Youth Publisher, Pacific Magazines, comments: “Our new Total Girl Popstar Party app is fun, free and created especially for young girls.

“Whilst the technology used is cutting edge – with built-in video, play and record functionality – the values behind the app are simple. Children can dance, sing and enjoy music alone or with friends as they practice becoming the next singing superstar with Total Girl Popstar Party.”

The new app sees *Total Girl's* in-mag character and blogger ‘Jessie’ guide users on how to sing along to their favourite songs, karaoke style, with on-screen lyrics and record their own popstar videos. The first initial free app download includes three free songs, with in-app purchases of additional songs available from 99c.

Featured music enables users to sing like Justin Bieber, Delta Goodrem, Samantha Jade, Carly Rae Jepsen, One Direction, Katy Perry and Taylor Swift. Song packs are also available starting at \$4.49 for five songs.

Yang Zhang, CEO, Singa Entertainment, says: “What makes Total Girl Popstar Party app such a hit is that everything within the app has been especially tailored for young girls.

“Unlike other apps targeted at adults, all the songs in our music library have been vetted to ensure lyrics are age appropriate, parental controls are strong and the interface features impressive animations.

“With the record function, family and friends can replay the video and enjoy over and over again. We’ll also keep adding to the music library so the Total Girl Popstar Party list keeps growing over time.”

*Total Girl’s* first app release – *Total Girl Star in a Story* – has received more than 22,500 downloads since June this year.

Mychelle Vanderburg continues, “The launch taps into market trends, with 62% of tween girls enrolled in a dance class and readers telling us every week how singing and dancing are their favourite activities.

“The app builds on the popularity of these activities with a fun, safe, engaging experience which increases users’ confidence over time. We’re also the first tween magazine in the country to launch apps, underscoring the *Total Girl* brand’s continued innovation and number one market position.”

Almost 68% of tween girls either own a smartphone or use their parents’ smartphones, with 9 in 10 tween girls having access to a smartphone or tablet using apps<sup>1</sup>

Total Girl Popstar Party app is available for iPad, iPad mini, iPhone and iPod Touch by searching ‘Total Girl Popstar Party’ in the Apple app store



*Ends.*

**For further information, please contact:**

Hannah Devereux,

Ph: 02 9394 2066

M: 0422 003 873

E: [hannah.devereux@pacificmags.com.au](mailto:hannah.devereux@pacificmags.com.au)

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<sup>1</sup> Pacific Magazines Tween Tracker Survey (1,200 Australian tweens surveyed 2012)