

### In-app section/popups:

- Audience: app users
- When: from launch
- Frequency: regularly, popups display on opening only
- Format: headline, very short text, CTA
- Messages: varies, new activity added, feature activity, book push, etc.
- Imagery: none
- CTAs: one per post, buy add-on, buy book
- Link to: add-on purchase, Amazon product page

### **New Activity Added: The Toy Bank**

For ages 3-5, this activity teaches the importance of sharing, cooperation and community.

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### **New Tips and Tricks Post**

A new post has been added to the Tips and Tricks blog.

[Read post](#)

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## **LifeGames Book!**

Did you know there's a LifeGames book? Introducing LifeGames covers the three age ranges and offers an introductory selection of activities.

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