

**FOR IMMEDIATE RELEASE**



**FROM:** StoryCorps

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## **STORYCORPS' FIRST IPHONE APP RELEASED**

### **App helps you record an interview with your mom for Mother's Day**

**May 4, 2010** – (New York, NY) – The acclaimed national nonprofit StoryCorps is pleased to announce the release of the StoryCorps App for iPhone. StoryCorps, the renowned American oral history project, has recorded more than 30,000 American stories in all 50 states. The StoryCorps iPhone App, developed by Bottle Rocket Apps, is currently available at [www.storycorps.org/iphone](http://www.storycorps.org/iphone) or in the App Store.

StoryCorps' iPhone App allows users to listen to Peabody Award-winning StoryCorps audio segments, giving iPhone users the chance to take a "humanity break" and listen to authentic American stories recorded by StoryCorps anywhere, anytime. The app also includes a question generator and "how-to" guide, to help anyone record a StoryCorps-style interview with a loved one using the iPhone.

As a special feature this Mother's Day, StoryCorps has selected a compilation of great mom stories for the app from the newest StoryCorps book, the *New York Times* instant bestseller *Mom: A Celebration of Mothers from StoryCorps* ([www.storycorps.org/book](http://www.storycorps.org/book)). For a great Mother's Day gift along with the book, StoryCorps suggests using the new app to record a StoryCorps-style interview with a mom who has inspired you.

### **Other Special Features of the StoryCorps iPhone App**

- Updates in real time StoryCorps' weekly broadcasts.
- Uploads to both iPhone and iPod Touch.
- Shares StoryCorps stories easily via email, Facebook, and Twitter.

"StoryCorps is thrilled to be able to offer another way for people to listen to these amazing stories, and to record an interview of their own using this revolutionary new app," said StoryCorps Founder and President Dave Isay.

"The StoryCorps iPhone App represents another accomplishment by public broadcasting. We're delighted to be the developer of choice for StoryCorps and other public broadcasting organizations, and pleased to be able to help people preserve the stories of their loved ones by using their iPhones," said Bottle Rocket President Calvin Carter.

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### **About StoryCorps**

StoryCorps' mission is to provide Americans of all backgrounds and beliefs with the opportunity to record, preserve, and share their stories. To date StoryCorps has recorded more than 30,000 interviews with participants in all 50 states. Each week, millions listen to StoryCorps' award-winning broadcasts on NPR's *Morning Edition*. StoryCorps' newest book is the *New York Times* bestseller *Mom: A Celebration of Mothers from StoryCorps*. For more information, or to listen to stories online, visit [www.storycorps.org](http://www.storycorps.org).

### **About Bottle Rocket Apps**

Bottle Rocket Apps [www.bottlerocketapps.com](http://www.bottlerocketapps.com) is dedicated to creating high-quality iPhone and iPad applications and mobile solutions. Known for developing several Top 100 iPhone and iPad apps, Bottle Rocket Apps also develops custom apps for top brands. With extensive design and development know-how, Bottle Rocket Apps, based in Dallas, TX, is a highly accessible, mobile media company.