

FOR IMMEDIATE RELEASE 17 August 2018

Contact:

For Novel Effect:
Tina McIntyre
315-965-2169
tina@noveleffect.com

For The Cousins:
Kylee Kilgore
212.710.4335
kylee.kilgore@luna-ent.com

THE COUSINS, JOHN COLANERI AND ANTHONY CARRINO, TEAM UP WITH NOVEL EFFECT TO “CONSTRUCT” A SOUNDTRACK FOR THEIR NEW CHILDREN’S BOOK

What Can You Do with a Toolbox? book and soundtrack to release August 28th

SEATTLE, WA — Novel Effect, a Seattle-based voice technology company, announced today that they have partnered with HGTV stars, cousins, and best friends John Colaneri and Anthony Carrino to create a voice interactive soundtrack for The Cousin’s upcoming children’s book, *What Can You Do with a Toolbox?*, published by Simon & Schuster.

Novel Effect’s mobile application uses voice recognition to bring stories of all kinds to life with sound. *What Can You Do with a Toolbox?*’s soundtrack will feature an original music score, sound effects for the various tools (recorded on a construction site with John and Anthony), and the voices of Anthony, John and John’s daughter as characters seen within the printed book.

“Having content creators so engaged in the development of a soundtrack is a dream come true,” said Eric Goetz, Director of Audio Content Production at Novel Effect. “John and Anthony were committed to capturing every tool’s sound authentically and making the read-aloud experience an exciting one for kids.”

“Storytelling today has evolved beyond just words and pictures to include sound,” said Anthony. “What Novel Effect is doing for the youngest of readers in their app is truly groundbreaking and we are thrilled to be partnering with them.”

Added John, “Storytime with my daughter is our favorite time--made even better by our discovery of Novel Effect. It was really fun to test the Toolbox soundtrack with her, and I’m pleased to say it has the Lily Belle seal of approval!”

What Can You Do with a Toolbox? will join nearly 200 other titles already in the Novel Effect app on August 28th, the book’s publication date. Consumers can download the app for free in the iOS store to access the *What Can You Do with a Toolbox?* soundtrack, which is also free. Once downloaded, the story will come to life simply by hitting “Read Book” button and reading the book aloud. The print book is available for pre-order now wherever books are sold.

www.noveleffect.com

VOICE INTERACTIVE STORIES + ENTERTAINMENT

ABOUT NOVEL EFFECT

Seattle-based Novel Effect is voice interactive entertainment that brings stories to life through their ambient voice platform. Using speech recognition, their flagship mobile app follows along synchronizing special effects, sounds, and music in real time with a storyteller's voice. Winner of Best Integrated Mobile Experience at the 22nd Annual Webby Awards, the app bridges the physical and digital worlds through the combination of technology and physical media. Founded in 2015 by husband and wife team Matt and Melissa Hammersley, Novel Effect has patent-pending technology that was featured on Shark Tank and integral in their participation in the inaugural Alexa Accelerator powered by Techstars. Learn more at www.noveleffect.com and download the app on iOS devices at <https://apple.co/2dsswGr>.

ABOUT THE COUSINS

The Cousins made their television debut in 2011 with multiple hit shows on HGTV, including Cousins Undercover, Kitchen Cousins, America's Most Desperate Kitchens, and Cousins on Call. Over the past couple of years they have become regulars on The Ellen DeGeneres Show, The Rachael Ray Show, and the Today show. They are not only first cousins, but also best friends with a passion for design and construction which they hope will inspire all children to dream big and know anything is possible with their imagination. In Fall 2018 The Cousins are excited for the launch of their first children's book, *What Can You Do With A Toolbox?*. The book is being published by Paula Wiseman Books, an imprint of Simon & Schuster's Children's Division, and is illustrated by Maple Lam. The Cousins are depicted as themselves in the book and hope this will be the first of series to follow.. Learn more at AnthonyCarrino.com and JohnColaneri.com.

www.noveleffect.com

VOICE INTERACTIVE STORIES + ENTERTAINMENT