



**FOR IMMEDIATE RELEASE**

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***Budokan Kids Karate Kata iPhone App with Video Instruction is a Fun Way to Supplement Teaching Martial Arts to Children!***

**Queensland Australia – Nov. 29, 2011** - Karate World Pty. Ltd., today announced release of the newly developed [Budokan Kids Kata](#) iPhone app, designed to help children with learning and skill improvement of Budokan karate. The application demonstrates nine katas performed in a video training format to ensure that instruction is simple by watching the screen and following along. The application is a fun way to encourage children to get fitter, healthier, and more focused.

Karate World Pty. Ltd. Director Wayne MacDonald is hoping that more parents will get their children involved in martial arts, while martial arts enthusiasts and martial arts instructors will see this as a great resource to help their students practice their training at home and reinforce what they are being taught in the dojos.

MacDonald states, “This is a new and exciting app that is targeted at children’s martial arts, something that is unique in the app store, and it’s designed to assist students in their progress so they can practise at home.” He adds, “The app offers content that kids will love, understand and is simple to follow as they watch each of the katas.”

The response from parents of has been very positive: **Jodie O'Dell** wrote in support of the Little Legend Kata’s “*The Little Legends Karate Program has developed my sons’ focus, discipline, concentration, flexibility and strength.*” **Jenny Brooks**, another parent: “*Over the past five years, I have seen my shy, insecure child blossom into a confident, self-assured person. This has been solely due to the program at Karate Budokan.*”

The [Budokan Kids Kata](#) iPhone app became an essential add-on to teaching martial arts at Karate Budokan International and to expose the martial arts benefits to all children. The app includes an introduction to Budokan karate, explains what “kata” is and has 9 lessons taught through video instruction by Donna Sutor Sensei – The Karate Budokan Children’s Program Director. The **Budokan Kids Kata** app was created by MacDonald in conjunction with Apptology Inc. who developed and published the app on the Apple iOS platform. The app is available in the Apple iTunes App Store for \$2.99.



For further information, please contact: Wayne MacDonald – World Chief Instructor, +61438780210, [shihan@karatebudokan.com](mailto:shihan@karatebudokan.com), or visit <http://karatebudokan.com>)

#### **About Karate World Pty. Ltd**

Based in Noosa Heads, Queensland, Australia, Karate Budokan provides dynamic Karate, physical fitness and self defence to men, women and children of all ages and abilities. Training with Karate Budokan International will develop your personal safety skills, your confidence, fitness, co-ordination, balance, memory retention, focus and self-esteem. For more information, please visit <http://karatebudokan.com>.

#### **About Apptology**

Based in Folsom, CA, Apptology is a leading mobile application development, training and marketing company. Unique in their service offering is a comprehensive suite of solutions for the mobile application industry. The management team includes industry pioneers from Silicon Valley and Fortune 500 companies working with and developing mobile, interactive and new media technologies. The 100 + person development team have created hundreds of applications for various companies around the world on all platforms. For more information please visit <http://www.apptology.com>.