

## **Pau Gasol launches an interactive storybook for UNICEF**

LOCATION: Seville

DURATION: 1:46

**SUMMARY:** Pau Gasol has given voice to an instructive tale of solidarity for Unicef. It is an interactive storybook developed by PlayTales a company from Seville that in just over a year and a half has published over 80 books in seven languages, attracting over one million users reaching 100 million reads. Their next project is to reedit all the Disney classics in this new format; the multinational American company has chosen the Andalusian company to accomplish this order in exclusive.

### **VTR:**

**Voice-over:** and in the autumn a beautiful offspring arrived in this world...

Do you recognise this voice?

**Pau Gasol:** His mum is tired, her diet is not good.

It is Pau Gasol showing his solidary side, because he is an active Unicef ambassador who now gives voice to this interactive storybook for Unicef. Its title: Give a day

**ENRIQUE TAPIAS**  
**Executive officer of**  
**Playtales**

*"It is very focused at Pau Gasol's project regarding child malnutrition in Africa."*

An interactive story developed by a young company from Seville, PlayTales, which in just a year and a half has published 80 titles in seven languages, including Japanese.

**Ambience:** Japanese voice.

All of them for Smartphone and tablets... because their stories are not only to be read but to be played with too.

**ENRIQUE TAPIAS**  
**Executive officer of**  
**Playtales**

*"It turns reading into a more engaging option, even for non literate babies whom however like to touch and make things happen there are sounds too for children that are just beginning to read."*

But not only Unicef has given them their trust. Now they are adapting all the Disney classics to this new format.

**ENRIQUE TAPIAS**  
**Executive officer of**  
**Playtales**

*"We started with Peter Pan and The Jungle Book, then Bambi... all the Disney classics in a very beautiful format, interactive, animated and with educational activities in them".*

All this has made them attract more than a million and a half users from around the world, reaching more than a hundred million readings.

**For more information or support please call +34 662 369 820 or email**  
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