



**smurks**<sup>®</sup>  
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**Smurks New Activity Pages Helps Autistic Children Unlock Emotions**

**CHICAGO, IL** (November 08 2011) – Therapists, educators, parents and caregivers around the world are discovering that Smurks, a five-star app available on iTunes, is an important tool for children and adults with Autistic Spectrum Disorder (ASD) and other special needs who have difficulty recognizing or communicating emotions.

Working with educators, the creators of Smurks have developed a variety of emotional intelligence activities available for free at [Smurks.net](http://Smurks.net) to help parents, therapists and caregivers use the app to teach children how to read and appropriately display emotions.

“Smurks started out as just a cool app to allow people to customize their emoticons on Facebook, Twitter, texts, email and other digital communications,” explains Smurks Co-Founder Pat Byrnes, a celebrated writer and a cartoonist at *The New Yorker*. “When I learned how it was being used in the Autistic community, I was surprised at first, but hearing from families and therapists who were using it made me want to make Smurks an even more useful app for them.”

While symptoms of autism can vary greatly from what may be described as “minor quirks” to a complete inability to speak or care for yourself, almost all individuals with Autistic Spectrum Disorder have some degree of difficulty recognizing or appropriately communicating emotions. It is very common for children with autism to have difficulty regulating their emotions, which often leads to tantrums or “immature” behavior like crying in class that is misunderstood or mishandled by those around them.

Fortunately, many parents and others who work with autistic children have discovered that Smurks offers a fun way to teach children how to better understand and share their emotions. More than just another app to create customized emoticons, Smurks goes beyond simple pictures of basic facial expressions on a touchscreen. Smurks allows you to show intensity of emotion by using your finger to morph a face on your iPad, iPhone or iPod touch. Instead of combing random menus, you can animate Smurks' faces to express exactly what you are feeling. Swipe one way for “up” emotions, another for down. You literally feel your way to it, quickly and intuitively.

Visit [smurks.net](http://smurks.net) to download the free activities guide and for additional news and information about Smurks as well as professional guidance surrounding its uses. Smurks can be purchased at Apple's App Store.

**SMURKS** | Smurks is a mobile app like no other. Officially launched in 2011, Smurks enables users to morph a face into the exact expression they are feeling and share it via text, email, Facebook and Twitter. Smurks is currently available for downloads on the App Store for use on iPhones, iPads and iPod touch devices. Smurks is created by Iconicast LLC, a company in the business of humanizing digital communications. For additional information about Smurks visit [Smurks.net](http://Smurks.net).

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