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## Golden Poppy Inc Launches First Augmented Reality Mobile Outdoor Game, *The Mysterious Disappearance of Unicorn Blue* at CES to Promote STEM Learning in Action for Girls

**First of its kind educational Augmented Reality (AR) mobile outdoor gaming system combines physical, digital, and social-emotional play to encourage higher-order learning of Science Technology Engineering and Mathematics (STEM), English Language Arts (ELA) and Social-Emotional Learning (SEL) for girls.**

To seamlessly blend the physical, digital and biological worlds with learning in the 21st century, Golden Poppy Inc introduces the *Mysterious Disappearance of Unicorn Blue* an immersive, educational augmented reality gaming system that accelerates girl's higher-order engineering, English language arts, social and emotional development in a play-based mobile outdoor fairy tale. Today, Golden Poppy Inc is proud to launch its premiere box suite (toys and mobile application) to help bring *Unicorn Blue* to families across the USA. Also, Golden Poppy Inc is honored to be **displayed in the CES 2020 Astra Toy Association Booth** Jan 7 – 10, Las Vegas, Nevada, Sands, Halls A-D 44555 as a family tech thought-leader exemplifying the power of gameplay through technology. In appreciation, Golden Poppy Inc will be raffling off one premiere box suite per day. If you would like to connect at CES send us an email at [info@goldenpoppy.net](mailto:info@goldenpoppy.net).

What's more, *The Mysterious Disappearance of Unicorn Blue* is uniquely positioned as the only girl's game **globally** to integrate the best of **physical, digital and biological play**. This **revolutionary integration** will impact all future disciplines, economies, and industries as explained in World Economic Forum Chairman Klaus Schwab's *The Fourth Industrial Revolution*. By playing this game **girls learn to think and behave like a champion** i.e., develop self-awareness, collaborate, negotiate, connect to nature, bond with friends, acquire a new fairy tale, read, problem solve, gain new skills in STEM, fly in 3D and spontaneously sprint like a magical unicorn with joyful self-expression.

As technology continues to shape our daily lives it should come as no surprise that **computing jobs** are the **number one source of new wages in the U.S.** and that **9 out of 10 parents** want their children to learn computer science, however, **only 45% of U.S. high schools** teach computer science and by then, opportunity for early exposure has been missed. Interestingly, the **National Science Foundation** reported that male students enroll in high school AP computer science programs at a much higher rate than do female students (81% to 19%). Further, after a one-year study of its computer science program, **Harvard** found that women with eight years of programming experience are as confident as their male counterparts with zero to one year of experience. **Not having an early introduction to computing skills** and not seeing how math and science can apply to technology careers, **can affect girls' interest in STEM**-related topics.

Three years in the making, *The Mysterious Disappearance of Unicorn Blue* has been piloted in Shoup Park, Los Altos, California with **several local girl scout troops** as well as private auction party winners from **Los Altos elementary schools to rave reviews** from parents, educators and young children alike. This highly interactive and endearing fairy tale, **nominated for a KAPi award in STEM** gives young girls early exposure to physics, computer science, English literature, reading, critical thinking and satisfies a set of social and emotional needs that the gamer world and engineering curricula have largely ignored.

The premiere box suite includes an **augmented reality** group and selfie photo booth to discover the magic of friendship and unicorn inside you, an **Enchanted 3D Forest**, where girls learn to fly, jump and spin like fairy-astronauts and exclusive **STEM videos** that extend the skills learned from playing the game. These exclusive videos not only teach girls how to control their movement and understand the physics they are applying when playing the game but, also experiment with new narratives and social interactions to create and code a simple game of their own. And, if girls feel they need a little hint to find or solve a clue, a visit to **Mahoo's magic hint shop** will speed them on their way. Available on **iOS and Android**, both platforms support **family sharing** of multiple devices. The premiere box suite also comes with beautifully illustrated instructions, enchanted forest map, certificates of completion, satin pouches and **magical charms to collect and negotiate trades** with friends to support higher-order social engagement. With increasingly diverse and complex social contexts becoming more frequent, **social interaction in support of engineering ingenuity**, then, is an increasingly important skill to develop in early childhood. For the most part, engineering curricula have not kept pace to meet higher-order SEL thinking needed for an increasingly connected world. An analysis of one four-year engineering program showed that 2,345 out of 2,952 problems assigned **(79%) were lower-level thinking skills-based**. The *Mysterious Disappearance of Unicorn Blue's* unique combination of collaborative narrative, AR photo booths, instructional videos, tradeable charms, and 3D play **supports an innovation disposition within engineering**. Future expansion is envisioned to give girls more accelerated learning and fun every time they play.

The premiere box suite is currently available for holiday order on [goldenpoppy.net](http://www.goldenpoppy.net) at an introductory price for USD 49.99, 10% off the retail price. For more information or to place an order, visit <http://www.goldenpoppy.net>

### About Golden Poppy Inc

Founded in 2019, Golden Poppy Inc is a startup with offices in Silicon Valley and Delaware. The startup was founded by Carrol Titus, wife, mother of three, former tech (Cisco, Sun, Visa) and start-up (Collinear Networks, Intensivate, Ujama) executive and graduate of Santa Clara's Graduate School of Business in Information Systems and Game Theory and is a Woefel Scholarship Winner. As a whole, the Golden Poppy Inc team consists of parents, grandparents, caregivers, early learning experts, fine-artists, innovators and technologists. Golden Poppy's aim is to make every girl the champion of her own story and to realize the unicorn within. For more information, visit <http://www.goldenpoppy.net>