Heather R. Brown FOR IMMEDIATE RELEASE: Sept 2, 2015

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**Bughouse partners with concrete industry leader Ozinga to add ‘real-world flavor’ to children’s app**

Chicago-based children’s tech startup Bughouse has teamed up with Ozinga Bros, Inc., a premier Midwest concrete and building company, to add an authentic touch to its interactive construction game, Super Nano Trucks.

Available for iPhone and iPad, Super Nano Trucks makes it fun for kids to command their own construction site by mixing concrete to build roads, houses and sidewalks. Kids get to drive Ozinga trucks and mix their materials on a site modeled after Ozinga’s own concrete plant in Chicago’s South Loop neighborhood.

“It is exciting when a concrete company and tech startup can partner to deliver a fun, behind-the-scenes educational experience to kids everywhere” said Tim Ozinga, Co-owner of Ozinga Bros., Inc., “How cool is it for a child to load, mix and drive their very own concrete mixer, just like the ones they see building their communities. I wish the app was around when I was a kid!”

“When we were little, our understanding of what construction workers did started and ended with a metal truck in a sandbox. Bringing Ozinga into Super Nano Trucks gives us an opportunity to connect digital toys with the real world so that children learn while they play,” says Bughouse Co-Founder John W. Ostler

Super Nano Trucks lets boys and girls enjoy uninterrupted creative play while developing their fine motor and spatial skills. By giving kids the creative freedom to cultivate their own construction site through simple tasks and challenges, Super Nano Trucks helps children express themselves and build their problem-solving skills. Parents can easily control their child’s length of play time—as well as sounds—through Super Nano Trucks’ built-in settings.

Super Nano Trucks is the first in a line of digital driving apps from Bughouse that focus on experiences that are kid-tested and parent-approved. Through a continuous feedback and development cycle, games stay fresh with added features and refinements.

Designed for kids ages 3 through 8, Super Nano Trucks iPhone and iPad app is available in the App Store for $1.99. The Ozinga concrete plant and mixing truck come free with the download.

[Watch the trailer for Super Nano Trucks](http://t.sidekickopen16.com/e1t/c/5/f18dQhb0S7lC8dDMPbW2n0x6l2B9nMJW7t5XYg1p1w8FW7d-mXH3MxT6PVd0tpR56dyktf5qckml02?t=https%3a%2f%2fwww.youtube.com%2fwatch%3fv%3dQp-1V-9Muls&si=6409434746585088&pi=f6a7d5c0-befe-4623-a917-d865578e30ac)

[Direct link to App Store](http://t.sidekickopen16.com/e1t/c/5/f18dQhb0S7lC8dDMPbW2n0x6l2B9nMJW7t5XYg1p1w8FW7d-mXH3MxT6PVd0tpR56dyktf5qckml02?t=https%3a%2f%2fitunes.apple.com%2fus%2fapp%2fsuper-nano-trucks%2fid948313617&si=6409434746585088&pi=f6a7d5c0-befe-4623-a917-d865578e30ac)\* [Screenshots and press images](http://t.sidekickopen16.com/e1t/c/5/f18dQhb0S7lC8dDMPbW2n0x6l2B9nMJW7t5XYg1p1w8FW7d-mXH3MxT6PVd0tpR56dyktf5qckml02?t=https%3a%2f%2fwww.flickr.com%2fphotos%2f130863255%40N02%2fsets%2f72157651139656261%2f&si=6409434746585088&pi=f6a7d5c0-befe-4623-a917-d865578e30ac) for Super Nano Trucks

**About Bughouse**

Bughouse ([www.bughousekids.com](http://t.sidekickopen16.com/e1t/c/5/f18dQhb0S7lC8dDMPbW2n0x6l2B9nMJW7t5XYg1p1w8FW7d-mXH3MxT6PVd0tpR56dyktf5qckml02?t=http%3a%2f%2fwww.bughousekids.com%2f&si=6409434746585088&pi=f6a7d5c0-befe-4623-a917-d865578e30ac)) believes in a day where every kid can grow up confident in using their own creations to realize their dreams. Based in Chicago, Bughouse’s mission is to inspire creative play and learning in children and provide the tools for parents to help raise amazing people.

**About Ozinga**

Ozinga Bros., Inc. ([www.ozinga.com](http://t.sidekickopen16.com/e1t/c/5/f18dQhb0S7lC8dDMPbW2n0x6l2B9nMJW7t5XYg1p1w8FW7d-mXH3MxT6PVd0tpR56dyktf5qckml02?t=http%3a%2f%2fwww.ozinga.com%2f&si=6409434746585088&pi=f6a7d5c0-befe-4623-a917-d865578e30ac)) is a fourth-generation family-owned and operated American company that provides ready mix concrete, decorative concrete products, construction materials and logistics solutions. For over 85 years, Ozinga has helped communities grow by providing top quality materials, great service, and strong, lasting relationships.

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**Ozinga and Chicago kids app maker partner to teach kids about concrete construction in digital driving app for iPhone and iPad**

CHICAGO (September 2015) - Iconic Chicago-based concrete company Ozinga partners with children’s tech startup Bughouse to teach kids how concrete is made while playing the interactive driving and construction game, Super Nano Trucks for iPhone and iPad.

Children drive an Ozinga concrete truck into an Ozinga concrete plant, modeled after Chicago’s South Loop plant. Choosing to build a road, sidewalk or house, children play with factory dials, hit buttons and follow their concrete mixture through the plant in tubes and on conveyor belts to fill the concrete mixing truck. Children then create their world by dumping the concrete mixture to create roads, houses and sidewalks and choose from a collection of things they can operate, build and place on the construction site.

“When we were little, our understanding of what construction workers did started and ended with a metal truck in a sandbox. Bringing Ozinga into Super Nano Trucks gives us an opportunity to connect digital toys with the real world so that children learn while they play” says Bughouse Co-Founder John W. Ostler

“It is exciting when a concrete company and tech startup can partner to deliver a fun, behind-the-scenes educational experience to kids everywhere” said Tim Ozinga, Co-owner of Ozinga Bros., Inc., “How cool is it for a child to load, mix and drive their very own concrete mixer, just like the ones they see building their communities. I wish the app was around when I was a kid!”

Super Nano Trucks lets boys and girls enjoy uninterrupted creative play while developing their fine motor and spatial skills. By giving kids the creative freedom to cultivate their own construction site through simple tasks and challenges, Super Nano Trucks helps children express themselves and build their problem-solving skills. Parents can easily control their child’s length of play time—as well as sounds—through Super Nano Trucks’ built-in settings.

Super Nano Trucks is the first in a line of digital driving apps from Bughouse that focus on experiences that are kid-tested and parent-approved. Through a continuous feedback and development cycle, games stay fresh with added features and refinements.

Designed for kids ages 3 through 8, Super Nano Trucks iPhone and iPad app is available in the App Store for $1.99. The Ozinga concrete plant and mixing truck come free with the download.

[Watch the trailer for Super Nano Trucks](https://www.youtube.com/watch?v=Qp-1V-9Muls)  
[Direct link to App Store](https://itunes.apple.com/us/app/super-nano-trucks/id948313617)\*  
[Screenshots and press images](https://www.flickr.com/photos/130863255@N02/sets/72157651139656261/) for Super Nano Trucks

**About Bughouse**

Bughouse (www.bughousekids.com) believes in a day where every kid can grow up confident in using their own creations to realize their dreams. Based in Chicago, Bughouse’s mission is to inspire creative play and learning in children and provide the tools for parents to help raise amazing people.

**About Ozinga**

Ozinga Bros., Inc. ([www.ozinga.com](http://www.ozinga.com/)) is a fourth-generation family-owned and operated American company that provides ready mix concrete, decorative concrete products, construction materials and logistics solutions. For over 85 years, Ozinga has helped communities grow by providing top quality materials, great service, and strong, lasting relationships.

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* Long-time company Ozinga partners with new startup, Bughouse
* Ozinga is forward thinking
* Targeting young families
* Imagine if your a child playing Super Nano Trucks and you look out the window and there is the red and white Ozinga truck from the game
* Process of creating the app could be interesting and sharing accuracy
* Chicago Tech!
* Get Quote from Tim for PR

Parents can now feel good about managing their kids’ screen time with the launch of Super Nano Trucks, the debut iPad app from children’s app creator, Bughouse.

Super Nano Trucks makes it fun (and safe!) for kids to command their own construction site. Busy bees get to drive trucks, direct a crane, place water and trees, build bridges, tunnels and roads, talk to construction workers and earn hard hats for completed missions. Parents can easily control their child’s length of play time—as well as sounds—through Super Nano Trucks’ built-in settings.

With gorgeous graphics and authentic sound effects, Super Nano Trucks lets boys and girls enjoy uninterrupted creative play while developing their fine motor and spatial skills. By giving kids the creative freedom to cultivate their own construction site through simple tasks and challenges, Super Nano Trucks helps kids express themselves and build their problem-solving skills.

“We think parents should have a partner in managing their screen time,” said Bughouse co-founder John W. Ostler. “When we designed Super Nano Trucks, we set out to rethink how parental controls are integrated into the app so they’re not readily apparent to the player. It’s a customizable experience that makes it easy for parents to feel good about and kids to enjoy.”

Added Bughouse co-founder Heather Brown, “Parents are often an after-thought by app creators. Time is too often wasted on creating in-app purchases to generate more revenue. That may be great for profits, but kids don’t need to hit buttons to spend more money on a la carte app features while they play Super Nano Trucks. They just need to have fun.”

Super Nano Trucks is the first in a line of digital driving apps from Bughouse, which focuses on experiences that are kid-tested and parent-approved. Through a continuous feedback and development cycle, games stay fresh with added features and refinements.

Designed for kids ages 3 through 8, Super Nano Trucks is available in the App Store for $2.99.

[Watch the trailer for Super Nano Trucks](https://www.youtube.com/watch?v=Qp-1V-9Muls)  
[Direct link to App Store](https://itunes.apple.com/us/app/super-nano-trucks/id948313617)\*  
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