

FOR IMMEDIATE RELEASE

## Kids In Touch Offers Free Text Messaging App for Military Families

Frisco, TX – March 5, 2015 – Kids In Touch announced today that is giving a free, lifetime subscription to military families who want to communicate with loved ones back home. The app is already loved by parents in over 20 countries because it lets kids communicate safely with known family and friends via text messaging and photos. Military families are encouraged to download the app — available for iPhone, iPad, and iPod touch — free on the iTunes App Store.

“Being in the military is hard,” says Justin Noel, Kids In Touch creator and former Navy Electronics Technician. “During my service, I had lots of trouble staying in touch with my family. It was just too expensive and difficult to arrange calls over changing time zones. Kids In Touch was built to solve that problem, and I’m proud to extend this lifeline to our men and women in uniform for no cost.”

Members of the military can download the app free and sign up for a lifetime subscription at no cost for themselves and their families. Whether in Fairfield or Fallujah, they can send and receive text and photo messages from a spouse and children as often as they want. Unlike phone calls, no long distance or texting fees apply when using Kids In Touch.

With young children of his own, Noel wants to help military families, and recalls the difficulties of staying in touch during his own time in the military.

“Younger kids are especially shy and reluctant to use the phone,” he remembers. “Kids think messaging is way more fun than a phone call, and love that they can share photos and short texts any time they want.”

Providing a safe way to text is important for all kids in today’s digital age, but it is absolutely critical for keeping military families connected. Too often, service members leave as their child's best friend only to come back as a complete stranger.

“This time, you won't be a stranger when you come home,” promises Noel.

Kids In Touch is available as a free download for iPod touch, iPhone, and iPad. An Android version is coming soon. Military families are asked send a photo of themselves in uniform using the Kids In Touch app to: [support@KidsInTouch.com](mailto:support@KidsInTouch.com), or post to @KidsInTouch on Twitter or Facebook. Displaying the photo on the Kids In Touch website or social media is not a requirement for the promotion, but families are encouraged to state their preference.

Device requirements: Requires iOS 6.0 or later.

iTunes link: <https://itunes.apple.com/us/app/kids-in-touch/id719526952>

Company Website: <https://kidsintouch.com>

Facebook: <https://www.facebook.com/pages/Kids-In-Touch/680117262082079>

Twitter: <https://twitter.com/KidsInTouch>

App screenshots or Press Kit: <https://kidsintouch.com/press.html>

### **About Kids In Touch**

Justin Noel is a former Navy Electronics Technician (ET-2) and father of two young children. After serving his country in the military, he turned toward software development in the telecommunications industry and through several small startups. Noel developed and sold AppBeacon.com, one of the original iPhone app directories, to a *Fortune-1000* company. The idea for Kids In Touch came from his experience trying to extend communication between his children, family, and friends, without the dangers and expense of traditional cell phones. He started Kids In Touch to create the first messaging app parents would feel safe letting their children use.

Press Contact

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