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RedRover Launches Raja Book 3 Empathy App for Children *Innovative Series Builds Connection and Empathy for Animals*

Sacramento, CA (March 28, 2019) - RedRover, a national animal welfare organization, has released [Raja Book 3](#), the third bilingual book and game app in [The Restricted Adventures of Raja](#) series. The Raja series is focused on teaching kids 7 years old and older the three steps for empathy, using animal-based illustrated stories, interactive learning and games.

Why an app focused on empathy? Empathy is critical to success throughout life and is a necessary component to developing positive relationships and building rewarding careers. Empathy leads to stronger relationships with animals and helps prevent animal cruelty and neglect, as well as bullying in schools.

Nicole Forsyth, RedRover President and CEO and creator of the series, says, “Asking kids open-ended questions and being genuinely curious about their responses can enhance child-adult relationships, build self- and other-awareness and identity, increase engagement with learning and provide kids with a powerful reinforcement for learning: genuine, positive attention and autonomy.”

This bilingual series follows the journey of Raja, a warrior from a distant world. Raja wants more than anything to save the people of Earth – especially his new friends – from lives marked by disconnection, loneliness and anger. But when he travels through a portal to Earth, he becomes a regular Earth cat who can’t talk and needs help to complete this special mission.

The third and final installment includes a game called “Jarbo’s Jinx.” In the game, Jarbo the villain has invaded Raja’s planet, Ionia, and turned Ionian warriors into cats and dogs. Players must gather fragments to make an antidote and correctly recognize the complex emotional states of these animals in order to turn them back into warriors.

Ms. Forsyth goes on to say, “While the app provides a model for how a parent or educator can enhance kids’ social and emotional learning through reading and conversation, perhaps more importantly, it serves as an example of the kinds of questions that can be asked to deepen any relationship – whether on screen or off.”

Raja Book 3 is available to download beginning March 28 through the Apple App store, Amazon and Google Play for \$0.99. Between \$0.70 - \$0.99 of each download goes to help animals in crisis and spread empathy.

Visit RedRover.org/Raja to learn more.



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About RedRover

RedRover focuses on bringing animals out of crisis and strengthening the human-animal bond through emergency sheltering, disaster relief services, financial assistance and education. Through the innovative RedRover Readers program, children's awareness of emotions and others' perspectives expands, building understanding and connection. For the fourth consecutive year, RedRover's sound fiscal management practices and commitment to accountability and transparency have earned it a 4-star rating from Charity Navigator, America's largest independent charity evaluator. To learn how RedRover is creating a more compassionate future visit www.RedRover.org.