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Wildly Popular Children’s “Color Quest AR” App Reaches #1 in Mexico

First-of-its-kind augmented reality (AR) coloring app inspires healthy lifestyle habits

Los Angeles, California, March 12, 2020- Stayhealthy, a healthcare technology company dedicated to addressing the obesity epidemic and its consequent diseases, has expanded its reach to Spanish speaking children and their families with a block buster launch of the Spanish language version of Color Quest AR, the company’s hit augmented reality coloring app, on February 4. Mexican children and their families are already clamoring for Color Quest AR, making it the #1 educational app in the country for children ages 6-8 on both the iPad and the iPhone.

Using patent pending augmented reality technology to engage children in coloring animated characters of healthy foods and bodily organs that magically come to life, Color Quest AR teaches the importance of eating healthy foods, how those foods affect different organs in the body, and how those organs work to keep us healthy. Press the magic wand, and using a mobile device or tablet, the characters appear in enhanced 3D, in the colors that the child has created, wherever the child likes- on the bed, the couch, in the tree fort, or on the dog’s back. Fun audible and visual health facts are interspersed throughout the experience.

With over 1.7 million downloads of the English version to date and an average of 13,000 downloads per day, the app is a key driver in Stayhealthy’s mission to address the growing epidemic of excess fat in children, which has been linked to the risk of serious medical conditions like diabetes, high blood pressure, and high cholesterol. The company expects to reach an even broader audience with the Spanish launch of Color Quest AR.

“We are excited by Color Quest’s triumphant success in Mexico, which is part of our major push into Spanish speaking countries and communities around the world,” stated CEO John Collins. “CNN recently reported that over 250 million children worldwide will be obese by 2030. The Latino population has been especially hard hit here in the United States. According to the Center for Disease Control, 1 in 4 Latino children suffer from excess body fat and 40% of Latino children will develop Type 2 diabetes as a result. Our goal with Color Quest AR is to successfully address the epidemic at the earliest stage in a child’s life by educating them on healthy lifestyle

choices. Teaching a child about their health in a fun and engaging manner can increase their quality of life and reduce future lifetime healthcare costs up to 30%.”

Stayhealthy is supporting their initiative with Spanish language versions of the company’s viral music videos by the Snack Town All-Stars, an animated band featuring the most popular characters from the Color Quest AR app. Songs like the “Stay Healthy Shake,” which has over 1,300,00 YouTube views, are dedicated to getting children to be more active by dancing along to the tunes. The app now also includes a highly engaging bonus game that teaches children about the actual human skeleton and internal organs. This drag-and-drop mini-game rewards users for accurately placing organs in their anatomically correct positions.

The Color Quest AR app is now available in the [App Store](#) and [Google Play](#).

For more information: colorquestapp.com

About Stayhealthy, Inc.

Founded in 1995, Stayhealthy Inc. is a healthcare technology company that has merged the most advanced science and digital tools to measure, track, and improve health and wellness. Over the decades, Stayhealthy has learned what doesn’t work in healthcare, and as a result, has identified engagement, education and retention as its core strategic initiatives. Stayhealthy’s platform of lifestyle engagement mobile apps is based on highly accurate, clinically valid, FDA cleared screening tools delivered with patented augmented reality technology.

Led by its Chairman, former Secretary of Health and Human Services Governor Tommy Thompson, Stayhealthy’s mission is focused on successfully addressing the growing epidemic of diseases, such as many cancers, Type 2 diabetes, heart disease, and stroke, that are linked directly to excess body fat.

For more information visit www.stayhealthy.com.

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