



Furiends Augmented Reality Mobile Game from Austin-Based Blue Goji Launches Across Canada Austin Pets Alive! Named as Charity Beneficiary of a Portion of In-App Sales

AUSTIN, Texas (December 4, 2018) – Blue Goji, a health and wellness technology company, has recently launched an early version of its new *Furiends* augmented reality (AR) mobile game in Canada. The company has designated Austin Pets Alive!, a reputable pet rescue organization, as the beneficiary of a portion of the proceeds from in-app *Furiends* purchases of virtual toys, food, leashes, clothing and more. As part of Blue Goji’s soft launch plans, the game is now available to download free of charge on newer versions of iOS devices in Canada by accessing the *Furiends* game on the Apple iTunes stores: <http://bit.ly/furiendsCA>.

Background

Blue Goji was co-founded by entrepreneur and philanthropist Coleman Fung on the principle of helping people to adopt a healthier lifestyle. *Furiends* is another example of how Blue Goji is pushing the boundaries of technology to deliver a truly unique and immersive experience. A key component of the game is tracking steps that are then turned into currency to be spent in-game.

“As a tech startup in Austin, Blue Goji has remained committed to delivering unique experiences utilizing the latest technology that offer opportunities for immersive fun and helping others. These are top priorities for our company and our team members. The *Furiends* game is an extension of Blue Goji’s values and principles,” Coleman Fung, CEO shared.

Adam Fung explained the premise of the game: “We developed this game using augmented reality (AR) technology, allowing players to take their dogs with them wherever they go. By blending real and virtual worlds, the immersive technology makes it easy to create a real connection with a virtual pet. *Furiends* brings the experience of owning a dog to everyone. At Blue Goji, we enjoy close bonds with our dogs – our employees even bring their dogs to our office. It was our mission to enable others to make similar connections with a pet without worrying about the necessity of care and expenses that come with owning a real live dog,” Adam Fung commented.

How to Play

Furiends has launched in Canada on AR-capable Apple devices (iPhone 6S and newer) running at least iOS11. Blue Goji plans to introduce a version of *Furiends* to support Android devices later in 2019. The game is free to download and play, with the option of in-app purchases.

Users should play and walk their virtual dogs, feed them well, and make sure they drink plenty of water – taking good care of their pet will result in “Stars” that can be used on store items, such as fantastic and realistic clothing, collars, leashes, and other virtual products to dress up their virtual pets. Another key component of *Furiends* is the step-tracking feature: to take care of their virtual pet, players need to be physically active. The game can read the user’s step count from their device and convert those steps into “Fur-coins.” Players are given step goals to achieve, or even exceed, so that they are consistently motivated to stay active.

Furiends in-app purchase options include currency bundles to be used on store items. A portion of these proceeds will support Austin Pets Alive!.

Why Austin Pets Alive!

“Blue Goji is focused on helping people and animals live happier, healthier lives. We are pleased that future purchases from players can support APA!’s important work. We feel that it only made sense that a game about virtual pets should benefit real pets in need, so we designated Austin Pets Alive! as a charity beneficiary,” commented Kyra Constam, Blue Goji’s Marketing Associate and Web Designer. “APA! has done great work to maintain its ‘No-Kill’ shelter status and operate at its own extremely high standards. APA! was one of the first pet rescue programs to respond when Hurricane Harvey ravaged the greater Houston area in August 2017 and saved the lives of over 5,000 animals. We want to play a role in helping APA! continue to help even more animals that need a forever home.”

APA! is leading the No-Kill movement in Austin by energizing the public and maintaining comprehensive, innovative, life-saving programs designed to save the animals who are most at risk in shelters across Central Texas and throughout the nation.

Registering for Information and Demonstrations

Media are invited to email bark@furiends.com, contact 512-270-4747, or message @furiends on Twitter to register for demos and receive more information about Blue Goji and *Furiends*. To access the *Furiends* press kit, please visit:

<http://bit.ly/FuriendsPress>

About Blue Goji

Based in Austin, Texas, Blue Goji develops technology that makes fitness fun through gamification. Blue Goji’s award-winning flagship Goji Play™ fitness game system transforms conventional cardio workouts into engaging and fun experiences for both adults and kids. Since 2011, Blue Goji has pursued efforts to make getting healthy more interesting and more accessible for all ages. These efforts involve both software and hardware. For more information, please see bluegoji.com.

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About Austin Pets Alive!

Austin Pets Alive! is a 501(c) 3 (nonprofit) organization that is focused on helping the healthy and/or treatable pets at risk of euthanasia in other shelters. Our mission is to promote and provide the resources, education and programs needed to eliminate the killing of companion animals. Since 2008, Austin Pets Alive! has saved the lives of over 60,000 pets and has helped Austin be the largest No Kill city in the country for over seven years. For more information, please visit austinpetsalive.org.