



## THE BIG DADDY APP FOR IMMEDIATE RELEASE

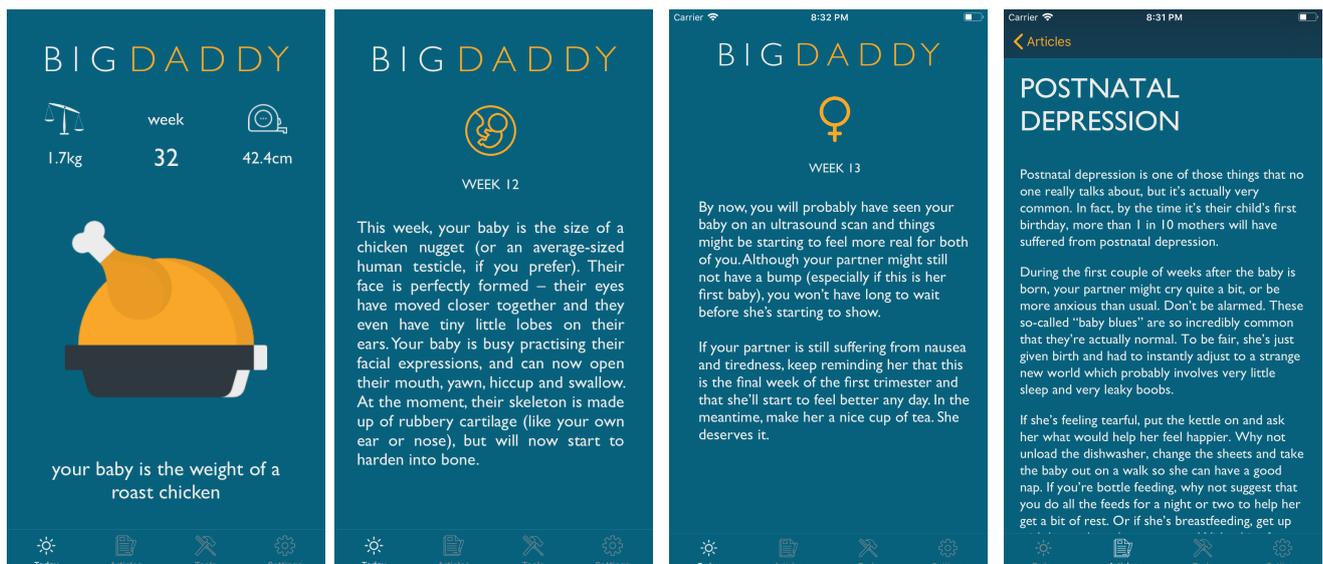
### New iPhone app, Big Daddy, helps to support and inform dads-to-be as they prepare for fatherhood

London, UK - January 2020 - new parents Chris and Georgie Deutsch have single-handedly developed and launched Big Daddy - a game-changing, free iPhone app which helps support and inform dads-to-be throughout their partner's pregnancy and labour.

Big Daddy enables dads-to-be to:

- track how their partner's pregnancy is progressing on a weekly basis.
- visualise how their baby-to-be is growing with fun, contemporary size comparators (think more maki rolls and martinis than plums and peaches).
- improve their dad-banter with fun, pregnancy-related facts. Did you know that 1 in 2000 babies is born with a tooth? And that male seahorses fertilise and carry the female seahorse's eggs before giving birth to around 200 baby seahorses?
- access key, doctor-approved articles on important topics such as postnatal depression and the dad's role in labour.

And, if they're feeling flush, Big Daddy users can upgrade with a one-off in-app purchase of £1.99 to unlock the full 40+ articles, a contraction timer and more handy baby checklists that you can throw a breast pump at.



"I was shocked, but not entirely surprised, to learn that 69% of new dads in the UK feel like a spare part during pregnancy and labour," said Chris Deutsch, NHS doctor, new dad and co-founder of Big Daddy. "The vast majority of pregnancy apps are targeted at mums-to-be. When my wife, Georgie, and I came up with the idea for Big Daddy, we wanted to create an app that would keep dads-to-be informed about their partner's pregnancy, and give them every opportunity to prepare for fatherhood. After all, scientific studies have shown that when fathers are engaged during their partner's pregnancy, there are huge benefits to the mental and physical health of the whole family."

Chris had plenty of experience in scrubbing up but absolutely no knowledge of computer science, so he taught himself to code using an online course. He then developed and designed the app from scratch. Georgie, a children's book editor, spent every spare second that baby Freddy was asleep researching and writing the content. "I joke that the app kept me sane as a new mum," she says. "But having something to keep my mind busy helped me to reclaim a little of myself in a terrifying new world of nappies and baby sick!"

Big Daddy was developed by Dumpy Devs, an app development company founded by Chris and Georgie in 2019, and is available to download for free on the AppStore now. Big Daddy has been downloaded in over 40 countries worldwide, and has an average rating of 4.7 on the AppStore.

Please visit [www.thebigdaddyapp.com](http://www.thebigdaddyapp.com) for more information, including videos and screenshots of the app.

If you would like further information on Big Daddy, or you would like to schedule an interview, please contact:

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