



FOR IMMEDIATE RELEASE

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**PARENTS OF AUTISTIC TWINS RELEASE NEW INTERACTIVE, ANIMATED SOFTWARE TO HELP CHILDREN AND YOUNG ADULTS WITH SOCIAL LEARNING CHALLENGES.**

*The Center for Disease Control reports Autism now affects 1 in 110 children and 1 in 70 boys.*

**Marc and Tina Zimmerman**, founders of The Language Express, Inc™, are parents of identical twin boys that are both on the autism spectrum. After two years of research and development, Marc and Tina are excited to announce that the company's first product, The Social Express™, is now available for sale at [www.thesocialexpress.com](http://www.thesocialexpress.com). Available for the PC, Mac, and iPad, The Social Express is a software designed for parents and professionals as a tool to help children with autism, ADHD, and other related social disorders. The Social Express users will help animated characters Zack, Emma, Sam, and Katie with everyday social interactions.

Autism, ADHD, and related disorders affect millions of people worldwide. The Language Express estimates that there are 55 million people worldwide with an autism diagnosis and 345 million people with an ADHD diagnosis.

**Statistics**

- An average of 1 in 110 children has an Autism Spectrum Disorder (ASD), increasing at a rate of 10-17% each year
- An average of 1 in 10 children has ADHD
- ADHD diagnoses grew 22% from 2002-2007 (last survey completed)
- Costs up to \$3.2 million to take care of a person with autism over his lifetime
- Caring for people with autism costs an estimated \$35 billion per year

Social skills are the foundation for getting along with others. A lack of social skills can lead to behavioral problems in school including: delinquency, inattentiveness, peer rejection, emotional difficulties, bullying, difficulty making friends, aggressiveness, problems in interpersonal relationships, poor self-concept, academic failures, difficulty concentrating, isolation from peers, and depression. (Reference: Bellis, Terry James Ph.D., *When The Brain Can't Hear*: NY, Atria Books 2002)

***If you would like more information or to schedule an interview with Marc Zimmerman, please contact The Language Express, Inc at 877-360-0155 or email [media@thesocialexpress.com](mailto:media@thesocialexpress.com).***