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The Big Crossword Launch

The world's largest crossword puzzle app

Taking up the challenge of creating a unique offering in the world of crosswords, plucky British company Teazel has developed the world's biggest crossword in an app. With 1284 clues and a grid size of 103x103 *The Big Crossword* certainly is big. Already a hit on Android with 100k downloads in a matter of weeks, Teazel released the Apple and Kindle Fire versions in late January 2020.

Many enjoy playing crosswords on their phones and tablets, but sometimes need more than just another average puzzle. Now they can satisfy that craving on their Android, iPhone or iPad with Teazel's *The Big Crossword* app, available from all app stores today.

Teazel are specialists in developing mobile apps for the puzzle market and identified the opportunity for a unique app that challenges with a huge puzzle. After researching the existing apps, they approached crossword setter Tim King (Encota) of specialisedcrosswords.co.uk to provide the puzzle data for *The Big Crossword*.

The puzzle features:

- Clues tailored to suit the UK, US and non-US markets, with any specific cultural differences noted.
- Quest Mode, where each clue has been carefully crafted into a corresponding Quest. There are over 80 Quests to complete.
- Classic Mode where you play like an ordinary crossword
- 140 cryptic clues, each having an explanation of how the answer is derived.
- Hints such as 'Reveal start and end letters', 'Lose unused keyboard letters' and 'Reveal Word'.
- Rewards for playing daily, which can be traded for Hints.

In acknowledgement of the effort put in by players, Teazel sends a personalised certificate to everyone completing the puzzle, with the time they have taken.

It is great to see a huge single playable grid on a mobile, and on a tablet it is awesome" says James Brook, Teazel's Technical Director. "We have put in lots of work into getting the performance to be top notch, even on an old school devices like the iPhone 5".

Anyone interested in the app can download and play completely free of charge. Teazel's Marketing Director, Richard Taylor, said: "We have had extremely positive reviews from the 100k+ downloads of *The Big Crossword* on Google Play Store, and the Apple and Amazon versions have just been released."

Teazel Biography

Teazel was formed in 2002 to development mobile apps, with their first Crossword app released well before the iPhone was announced. Their Android and iOS apps have been downloaded over 13 million times, and are amongst the top selling Crossword and Codeword apps on both app stores. Teazel has developed over 40 apps on various platforms for companies ranging from The Times and The Sun to EE and Transport for London.

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Links for *The Big Crossword*

<https://www.thebigcrossword.com/> - microsite

Images are available in the press pack here:

<https://www.thebigcrossword.com/press/bigcrossword/index.html> - press pack