



SYNOPSIS Celebrate Asian heritage with this unique collection of best-selling cultural stories on one DVD. Six stories include *Tikki Tikki Tembo*, *The Tale of the Mandarin Ducks*, *Grandfather's Journey*, *The Stonecutter*, *Lon Po Po: A Red-Riding Hood Story From China* and *Sam and the Lucky Money*, and read-along. Celebrity narrators include B.D. Wong and Ming-Na Wen.

TIKKI TIKKI TEMBO

...AND MORE STORIES TO CELEBRATE ASIAN HERITAGE

Celebrate Asian Heritage Month with these cultural stories

- Timed to release for Asian Heritage Month, featuring 6 best-selling stories that celebrate Asian heritage and includes celebrity narration by B.D. Wong and Ming-Na Wen.
- *Tikki Tikki Tembo*, a classic childhood gem, has been loved for over 20 years and has sold millions of copies worldwide.
- New read-along function highlights the words as they are read, allowing a child to follow the narrator, promoting early literacy skills.
- Stories have won several awards including Caldecott Medal and ALA Notable Video & Book.
- Available for re-promotion during Chinese New Year—themed children's product pops off shelves during holiday promotions.
- Marketing and PR includes outreach to top parenting blogs for reviews and giveaways, and reviews in parent publications. Plus outreach to target Asian mommy blogs and educational sites and publications.

PRODUCT INFORMATION

DVD FEATURES: Read-along

SRP: \$14.95 U.S., \$16.95 CAN

FORMAT: Single

PACKAGING: Amaray

LENGTH: 66 mins. + extras

GENRE: Animation

YEAR: Various

LANGUAGE: English

COLOR: Color

WIDESCREEN: No

AUDIO FORMAT: Stereo

UNITS PER CARTON: 30

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MARCH ON!