

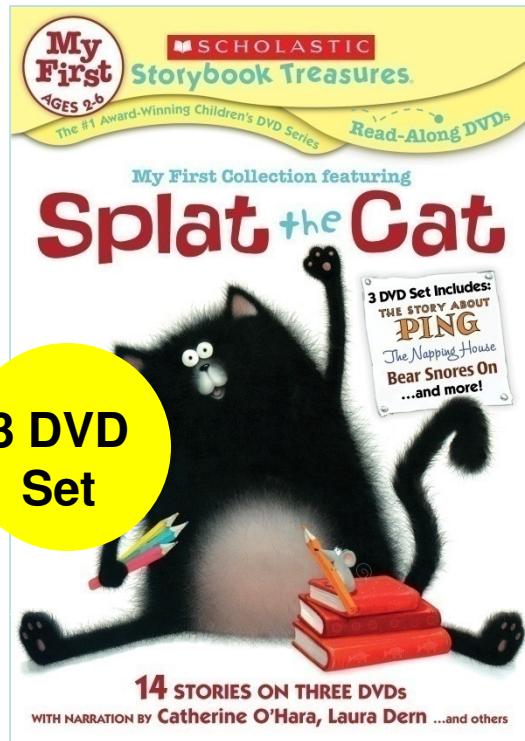
PREORDER APR 12 RELEASE MAY 10

NEW RELEASE: SCHOLASTIC

MY FIRST SCHOLASTIC STORYBOOK TREASURES

A new line to encourage a love of reading even earlier – now for toddlers

- A NEW line from Scholastic that supports early literacy skills for the pre- and early reader — with 2 new waves of releases each year.
- The perfect introduction for 2 yr. olds to the Scholastic Storybook Treasures line.
- Packed with celebrity narration from Mary Beth Hurt, Catherine O'Hara, and others.
- Stories together have won over 15 awards including the Caldecott Medal, NAPPA Gold, ALA Notable, and more.
- Marketing and PR includes outreach to top parenting blogs and publications, Facebook fans of Kids lines such as Baby Einstein (24K fans), Sesame Street (160K fans), and Nick Jr. (40K fans). Plus national radio promotions in top ten kids markets.



SYNOPSIS 14 beautifully adapted stories in a 3-pack collectible set that encourage a love for reading for the pre- or early reader. Stories include *The Story About Ping*, *Goose, The Most Wonderful Egg in the World*, *Duck on Bike*, *Rosie's Walk*, *Splat the Cat*, *Hondo & Fabian*, *Picnic*, *Leo the Late Bloomer*, *The Napping House*, *Each Peach Pear Plum*, *Drummer Hoff*, *Bear Snores On*, *Wild About Books*. Celebrity narrators include Catherine O'Hara and Mary Beth Hurt.

PRODUCT INFORMATION

DVD FEATURES: Author interviews, Spanish language versions and Read Along

SRP: \$24.95 U.S., \$29.95 CAN

FORMAT: 3-pack

PACKAGING: Amarays in outcase

LENGTH: 100 mins. + extras

GENRE: Animation

YEAR: Various

LANGUAGE: English

COLOR: Color

WIDESCREEN: No

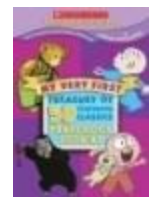
AUDIO FORMAT: Stereo

UNITS PER CARTON: 20

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WELLS
COLLECTION



TREASURY OF 50
STORYBOOK
CLASSICS:
PRESCHOOL STORIES

SCHOLASTIC
Storybook Treasures™

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