



SYNOPSIS: Introduce your child to basic sign language with classic and beloved children's books brought to life on DVD! Collect the entire library of Scholastic Storybook Treasures and read along on screen with your favorite stories, now with beautiful vocal and sign language narration. Stories include: *Goodnight Moon*, *A Creature was Stirring*, *Gladys Goes Out to Lunch*, *A Pocket for Corduroy*, *Blue Burt and Wiggles*, and *Big Al*.

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PREORDER JUN 29 RELEASE JUL 27

NEW RELEASE: SCHOLASTIC

GOODNIGHT MOON & A POCKET FOR CORDUROY

NEW – The most recognizable books of all time with sign language!

- Faithfully adapted from some of the most beloved children's books of all time, NEW Scholastic Storybook Treasures DVDs with sign language narration bring best-selling stories to life and teach early sign language skills.
- Goodnight Moon* and *A Pocket for Corduroy* have sold tens of millions of units nationwide.
- Teaching children sign language has become an enormous trend – learning sign language at a young age can increase IQ scores by an average of 12 points and enhance early reading and fine motor skills.
- Sign language is being taught in popular children's television shows as well as in day cares, preschools and elementary schools nationwide.
- Each story includes sign language vocabulary lessons and reading comprehension questions to support early literacy skills.
- Marketing and PR includes national press in newsweeklies and parenting magazines; extensive outreach to home school teachers, hearing impaired communities, and top parenting blogs for reviews and giveaways; plus paid online ads and kids radio promotions in the top 10 kids' markets.

GOODNIGHT MOON

DVD FEATURES: Read-along, Vocabulary,
Interactive Comprehension Quizzes

SRP: \$12.95 U.S., \$14.95 CAN

FORMAT: Single

PACKAGING: Amaray

LENGTH: 35 mins. + extras

GENRE: Animated

YEAR: 2009

LANGUAGE: English

COLOR: Color

WIDESCREEN: No

AUDIO FORMAT: Stereo

UNITS PER CARTON: 30

CAT NO. NNVG223260 **UPC** 7-67685-22326-0 **ISBN** 0-545-27260-2

A POCKET FOR CORDUROY

DVD FEATURES: Read-along, Vocabulary,
Interactive Comprehension Quizzes

SRP: \$12.95 U.S., \$14.95 CAN

FORMAT: Single

PACKAGING: Amaray

LENGTH: 35 mins. + extras

GENRE: Animated

YEAR: 2009

LANGUAGE: English

COLOR: Color

WIDESCREEN: No

AUDIO FORMAT: Stereo

UNITS PER CARTON: 30

CAT NO. NNVG223270 **UPC** 7-67685-22327-7 **ISBN** 0-545-27261-0

SCHOLASTIC
Storybook Treasures™