

PREORDER JUL 19 RELEASE AUG 16

NEW RELEASE: SCHOLASTIC

JORGE EL CURIOSO LANGUAGE LEARNING 3-PK

Make learning a second language fun with Curious George, and more!

- Features 15 stories in both Spanish and English to promote early foreign language learning.
- An excellent addition for Spanish Heritage Month promotions.
- Studies show second language learning not only improves student's linguistic abilities but their cognitive and creative abilities as well. (American Council on the Teaching of Foreign Languages)
- Stories have won 20 awards including the prestigious Caldecott Medal, ALA Notable, and Pura Belpré Honor.
- Jam-packed with celebrity narration including Cheech Marin and James Earl Jones.
- Perfect for both native English and Spanish speakers – features the enhanced read-along function that highlights the words as they are read.
- Marketing includes:
 - Outreach to Latin American parenting publications including the largest **Ser Padres** (700K circ.) and other Spanish publication including People en Espanol, Hoy & Adelante
 - Reviews and giveaways in top Latin American parenting sites including **Spanglishbaby.com** (featured on CNN and Today Mom)
 - Outreach to the top 10 kids and Spanish radio stations
 - Targeted Facebook ad campaign to Little Einstein, Nick Jr. and Sesame Street fans (est. 5MM imps)



SYNOPSIS The perfect collection for learning a second language.

Contains 18 beautifully illustrated stories from Scholastic, including:

Jorge, el monito ciclista, Curious George Rides a Bike, Crisantemo, La Maravillosa Grace, Por Que los Mosquitos Zumban en los Oidos de la Gente, Silvestre y la Piedrecita Magica, El Punto, Chato y su Cena, Chato's Kitchen, Chato Y Los Amigos Pachangueros, Chato and the Party Animals, Harry El Perrito Sucio, Harry The Dirty Dog, Que Bonito Es Panama!, and Panama.

PRODUCT INFORMATION

SRP: \$24.95, SRP, \$2.95 CAN
FORMAT: 3-pk
PACKAGING: Thinpak
LENGTH: 156 mins
GENRE: Animation
YEAR: 2011

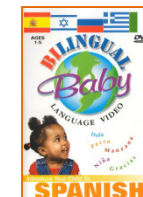
COLOR: Yes
WIDESCREEN: No
AUDIO FORMAT: Stereo
UNITS PER CARTON: 20

CAT NO. NNVG249111 UPC 7-67685-24911-6 ISBN n/a

COMP TITLES



**SESAME STREET
FIESTA**



**BILINGUAL BABY:
SPANISH**

SCHOLASTIC
Storybook Treasures.

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