

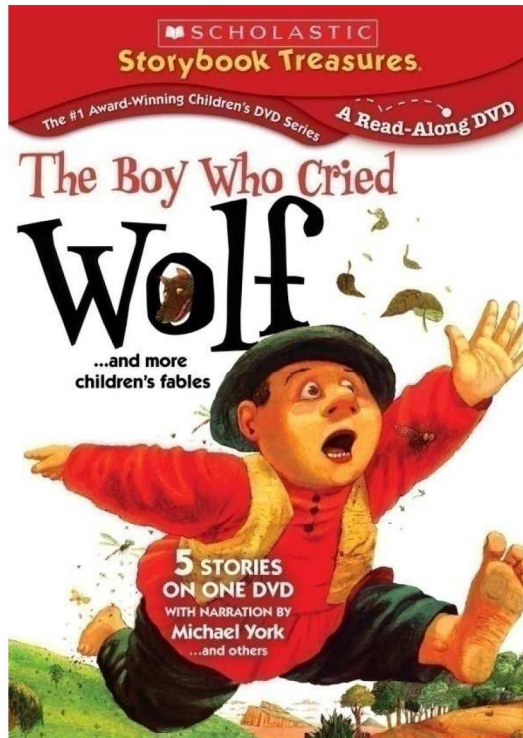
PREORDER OCT 26 RELEASE NOV 16

NEW RELEASE: SCHOLASTIC

THE BOY WHO CRIED WOLF ...AND MORE CHILDREN'S FABLES

One of the most famous tales of all time comes to life on DVD

- *The Boy Who Cried Wolf* is one of the most recognized story titles in the US, and now makes its debut on DVD.
- New read-along function highlights the words as they are read, allowing a child to follow the narrator, and new discussion questions promote early literacy skills.
- Features interviews with the authors of *The Boy Who Cried Wolf* and *Seven Blind Mice*.
- Stories have won six awards including the Caldecott Honor and ALA Notable Video and Recording.
- Grassroots marketing efforts will target high-traffic parenting sites and blogs for reviews and giveaways as well as national radio stations.



SYNOPSIS Who doesn't remember hearing the tale of THE BOY WHO CRIED WOLF as a reminder not to give false alarms? Now this notorious fable along with 4 more stories spring to life on DVD. Stories include: *The Boy Who Cried Wolf*, *Charlie Needs a Cloak*, *Rikki-Tiki-Tavi*, *Seven Blind Mice*, and *Stone Soup*. PLUS interviews with authors Boris Kulikov and Ed Young.

PRODUCT INFORMATION

DVD FEATURES: Read-along, Author Interviews, Discussion Questions

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

FORMAT: Single

PACKAGING: Single

LENGTH: 74mins. + extras

GENRE: Animation

YEAR: Various

LANGUAGE: English

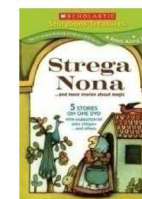
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WIDESCREEN: No

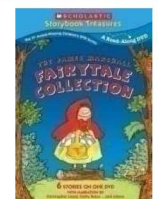
AUDIO FORMAT: Stereo

UNITS PER CARTON: 30

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UPC 7-67685-23159-3

ISBN 0-545-32391-6

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