

SYNOPSIS: Just in time for Martin Luther King Day and Black History Month, this entertaining yet educational collection of films celebrate African American History. All stories have won the Caldecott Honor and include: *March On! The Day My Brother Changed the World*, *Martin's Big Words*, *Rosa*, and *Henry's Freedom Box: A True Story from the Underground Railroad*.

DISTRIBUTED BY
NEWVIDEO
newvideo.com

Distributed in the U.S. by
New Video, 902 Broadway, 9th FL
New York, NY 10010

EI Distributed exclusively in Canada by
EI Entertainment 175 Bloor Street East,
North Tower, Suite 1400
Toronto, ON, M4W 3R8

PREORDER **DEC 8** RELEASE **JAN 12**

NEW RELEASE: SCHOLASTIC

MARCH ON! ...AND MORE STORIES ABOUT AFRICAN AMERICAN HISTORY

Celebrate Black History with four moving stories from Scholastic

- Timed to release for Martin Luther King Day and Black History Month, Scholastic presents four stories that celebrate African American history.
- The lead story *March On! The Day My Brother Changed the World* is a moving account of the day when Martin Luther King, Jr. presented his "I have a Dream" speech to the world, written by Dr. King's sister.
- Stories have won 15 awards including the Andrew Carnegie Medal for Excellence in Children's Video, the Caldecott Honor, and ALA Notable Video, and include celebrity narration by Lynn Whitfield, Michael Clarke Duncan and others.
- DVD extras include interviews with the authors Dr. Christine King Farris and Ellen Levine
- Marketing and PR includes extensive outreach to top parenting blogs for reviews and giveaways, Google ad words campaigns, reviews in parent-centric publications, and kids radio promotions in the top 10 kids' markets.

PRODUCT INFORMATION

DVD FEATURES: Read-along, Author Interviews

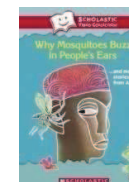
SRP: \$14.95 U.S., \$16.95 CAN
FORMAT: Single
PACKAGING: Amaray
LENGTH: 69 mins.
GENRE: Animation
YEAR: Various

LANGUAGE: English
COLOR: Color
WIDESCREEN: No
AUDIO FORMAT: Stereo
UNITS PER CARTON: 30

RELATED & RECOMMENDED



THE MAN WHO WALKED BETWEEN THE TOWERS



WHY MOSQUITOES BUZZ IN PEOPLE'S EARS

CAT NO. NNVG211891 UPC 7-67685-21189-2 ISBN 0-545-24219-3

SCHOLASTIC
Storybook Treasures™