

PREORDER **AUG 16** RELEASE **SEPT 20**

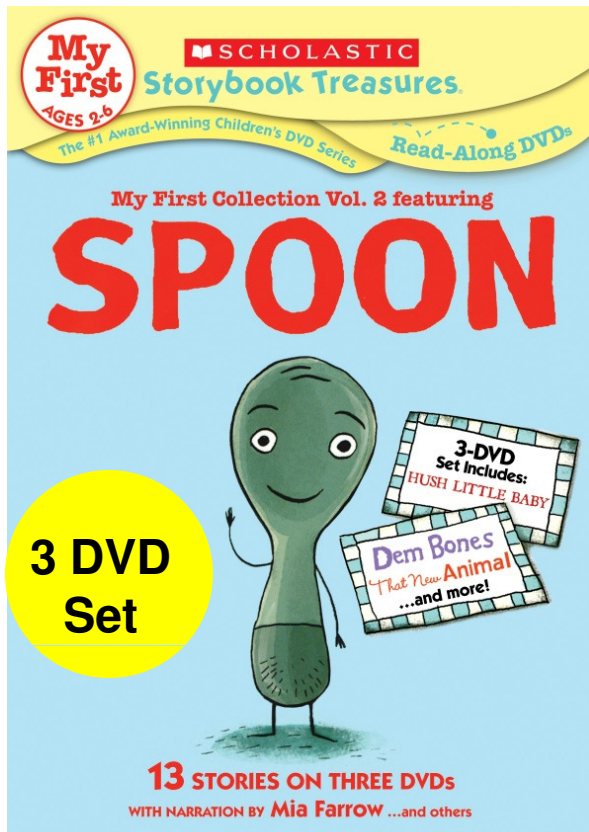
NEW RELEASE: SCHOLASTIC

MY FIRST COLLECTION

Vol. 2 FEATURING SPOON

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

- The second wave of releases in this NEW line from Scholastic that supports early literacy skills for the pre- and early reader.
- The perfect introduction for preschoolers to the Scholastic Storybook Treasures line.
- Includes celebrity narration from Mia Farrow and others.
- Stories together have won dozens of awards including the Caldecott Medal, Carnegie, NAPPA Gold, ALA Notable, and more.
- Marketing includes:
 - Giveaways on national and regional radio stations in NYC, Los Angeles, Chicago, AZ, NM, TX, Sirius, etc.
 - PR outreach to all children's holiday gift guides (*Parent* magazine)
 - Extensive outreach to top parenting blogs for reviews and giveaways
 - Reviews in parent-centric publications



SYNOPSIS 13 beautifully adapted stories in a 3-pack collectible set that encourage a love for reading for the pre- or early reader. Stories include *Spoon*, *A Boy*, *A Dog and a Frog*, *Otto Runs for President*, *Hush Little Baby*, *Fox Went Out on a Chilly Night*, *That New Animal*, *I Love You Like Crazycakes*, and others. Celebrity narrators include Mia Farrow and others.

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

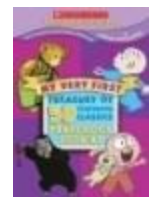
AUDIO FORMAT: Stereo

UNITS PER CARTON: TK

COMP TITLES



THE ROSEMARY WELLS COLLECTION



TREASURY OF 50 STORYBOOK CLASSICS: PRESCHOOL STORIES

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Storybook Treasures™