



SYNOPSIS: Mo Willems has created a memorable character in this conniving pigeon who will do anything to drive a bus or eat a hot dog! Now Scholastic brings them to life, together for the first time on DVD in THE MO WILLEMS COLLECTION. Additional stories include *Knuffle Bunny: A Cautionary Tale* (in English and Spanish) and *Leonardo the Terrible Monster*, *Knuffle Bunny Too: A Case of Mistaken Identity* and *Naked Mole Rat Gets Dressed*, plus the bonus *Mo and Pigeon Visit a School*, *Getting to Know Mo Willems*, *Animating Pigeon*, *Interview with Mo Willems* and the ever-popular read-along function.

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PREORDER MARCH 20 RELEASE APRIL 17

NEW RELEASE: SCHOLASTIC

MO WILLEMS' PIGEON AND PALS: COMPLETE CARTOON COLLECTION

Pigeon and Knuffle Bunny unite in new 2-DVD set from author Mo Willems!

- This 2-PK features *Sesame Street* veteran and Emmy Award-winner Mo Willems' *Don't Let the Pigeon Drive the Bus!* and *The Pigeon Finds a Hot Dog!*
- Combined the books have sold 645K copies!
- *Pigeon* products have exploded in the market with 6 books, plush, backpacks, games and puzzles.
- Stories have won 25 awards including the Caldecott Honor, the Parent's Choice Gold Award and Andrew Carnegie Medal for Excellence in Children's Video.
- Great for building early reading skills – includes the enhanced read-along and an interview with the author.
- Marketing and PR will reach tens of thousands of consumers through cross promotions with other Pigeon merchandise, target media outlets in New York, Massachusetts and New Orleans (where Mo has lived), all national and regional parenting magazines and 100+ parenting blogs, national kids radio, e.g. Sirius.

PRODUCT INFORMATION

DVD FEATURES: Read-along, Getting to know Mo Willems, Mo and Pigeon Visit a School, Animating Pigeon, Interview with Mo Willems

SRP: \$19.95 U.S., \$22.95 CAN
FORMAT: 2-PK
PACKAGING: Amaray
LENGTH: 113 mins. + extras
GENRE: Animated
YEAR: 2011

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

CAT NO. NNVG253895

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ISBN NA

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