

PREORDER MAY 11 RELEASE JUN 8

NEW RELEASE: SCHOLASTIC

## THE WHEELS ON THE BUS SING-ALONG TRAVEL KIT

*The Ultimate Solution for Family Travel.*

- Whether in a car, plane, bus or train, this activity set makes traveling with kids easy, entertaining and educational!
- Travel kit features:
  - The best-selling sing-along DVDs *The Wheels on the Bus* and *There Was an Old Lady Who Swallowed a Fly* (15 stories on 2 DVDs)
  - CD of family favorite storybook songs
  - Booklet with over 30 activities
  - Crayons
  - Parent's guide to traveling with kids.
- Packaged in an eye-catching box with plastic handle making it easy for kids to carry everywhere.
- DVD extras include an interview with renowned illustrator Harry Bliss plus the enhanced read-along function and NEW *Talk About the Story* questions to develop early literacy skills.
- Marketing and PR includes partnerships with top parenting blogs for reviews and giveaways, reviews in popular parent-centric publications, paid online ads, and radio promotions in the top 10 markets.



**SYNOPSIS:** Make traveling with little ones easier and educational with THE WHEELS ON THE BUS SING-ALONG TRAVEL KIT! Whether you're in a car, plane, bus or train, kids will delight hours of travel-friendly fun: 15 storybook classics brought to life on DVD, a CD of favorite storybook songs, 34-pg activity booklet, crayons and more. Hours of fun for kids and peace for parents!

### PRODUCT INFORMATION

**BONUS :** Read-along, author Interview, activity booklet, crayons, CD of storybook songs, parent's guide to traveling.

**SRP:** \$24.95 U.S., \$29.95 CAN

**FORMAT:** Single

**PACKAGING:** Amaray

**LENGTH:** 132 mins. + extras

**GENRE:** Animation

**YEAR:** Various

**LANGUAGE:** English

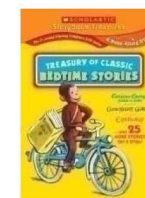
**COLOR:** Color

**WIDESCREEN:** No

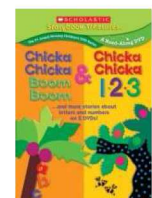
**AUDIO FORMAT:** Stereo

**UNITS PER CARTON:** TK

### RELATED & RECOMMENDED



**TREASURY OF  
CLASSIC BEDTIME  
STORIES**



**CHICKA CHICKA  
2-PK**

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**SCHOLASTIC**  
Storybook Treasures™