

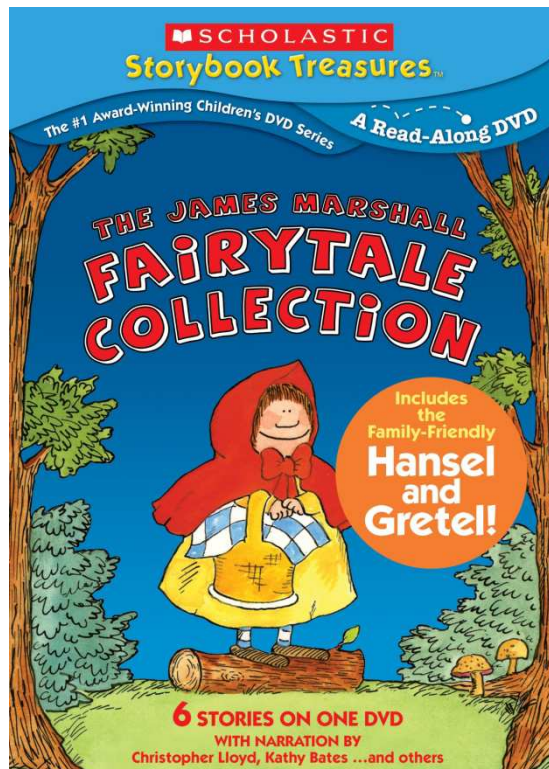
PREORDER JAN 17 RELEASE FEB 14

REPROMOTE: SCHOLASTIC

THE JAMES MARSHALL FAIRYTALE COLLECTION

With a new sticker tied to the Hollywood Blockbuster release of Hansel and Gretel: Witch Hunters

- DVD timed for repromotion around Paramount's theatrical release of *Hansel and Gretel: Witch Hunters*, starring **Jeremy Renner** (*The Town*, *The Hurt Locker*) and **Gemma Arterton** (*Prince of Persia*, *Clash of the Titans*); produced by **Will Ferrell** (*Wedding Crashers*, *Old School*)
 - "Hollywood is all about fairytales these days" – MTV Movies Blog
 - Over the next two years, Hollywood is remaking fairytales including *Hansel and Gretel*, *Snow White* and *Beauty and the Beast*
- Beloved author and illustrator James Marshall has published over 50 children's books and received numerous awards, including the prestigious Caldecott Honor.
- DVD features celebrity narration by **Kathy Bates**, **Christopher Lloyd** and others
- Marketing and PR includes extensive outreach to top parenting blogs for reviews and giveaways, Facebook and Twitter outreach, reviews in parent-centric publications, and kids radio promotions in the top 10 kids' markets.



SYNOPSIS: HANSEL AND GRETEL (Retold and illustrated by James Marshall, narrated by Kathy Bates) is the story of two poor children who get lost in the woods and end up someplace they'd rather not be! The DVD includes that story plus four more classic fairytales with a twist: James Marshall's *Cinderella*, *Goldilocks and the Three Bears*, *Little Red Riding Hood*, and *The Three Little Pigs*. Bonus includes the family favorite James Marshall story *Space Case*.

PRODUCT INFORMATION

DVD FEATURES: Read-along, Space Case

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

FORMAT: Single

PACKAGING: Standard Amaray

LENGTH: 83 mins.

GENRE: Animation

YEAR: Various

LANGUAGE: English

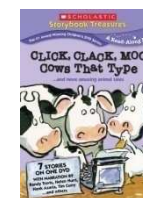
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WIDESCREEN: No

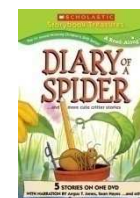
AUDIO FORMAT: Stereo

UNITS PER CARTON: 30

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UPC 7-67685-15526-4

ISBN 0-545-17057-5

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