

**SYNOPSIS** 100 award-winning and classic children's stories are faithfully adapted and brought to life in this comprehensive 16-DVD collection. From the Maurice Sendak classic *Where the Wild Things Are*, to the beloved adventures of *Curious George* and *Corduroy*, parents and children alike are sure to enjoy these classic treasures, featuring celebrity narration from Sarah Jessica Parker, James Earl Jones and many more!

**PREORDER SEP 28 RELEASE OCT 26** **NEW RELEASE: SCHOLASTIC**

# SCHOLASTIC TREASURY OF 100 STORYBOOK CLASSICS

*The best-selling gift set has gone green with 50% less plastic!*

- This beloved gift set is now available in sleek packaging that uses 50% less packaging and takes up 50% less room on store shelves.
- Features the new read-along, an exclusive bonus activity book and even more stories than before – 100 stories PLUS 15 stories in Spanish and the French version of *Where the Wild Things Are*.
- Packed with celebrity narration from **Meryl Streep, Sarah Jessica Parker, James Earl Jones, Anthony Edwards**, and many others—features nearly 20 hours of quality entertainment for kids and parents.
- Beloved stories feature the enhanced read-along function that highlights the words as they are read, supporting early literacy skills, and together they have won over 80 awards including the prestigious Caldecott Medal.
- Marketing includes an extensive campaign through paid advertisements on the top parenting sites and blogs, Google ad words, reviews in parent-centric publications, kids radio promotions in the top 10 markets, online giveaways, and holiday gift guide placement.

## PRODUCT INFORMATION

**DVD FEATURES:** Read-along, 15 Spanish stories, French version of *Where the Wild Things Are*, and activity booklet.

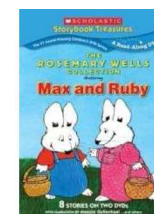
**SRP:** \$99.95 U.S., \$109.95 CAN  
**FORMAT:** 16-pk  
**PACKAGING:** Double Thin-pks  
**LENGTH:** 19 hr., 6 mins. + extras  
**GENRE:** Animated  
**YEAR:** 2009

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

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