

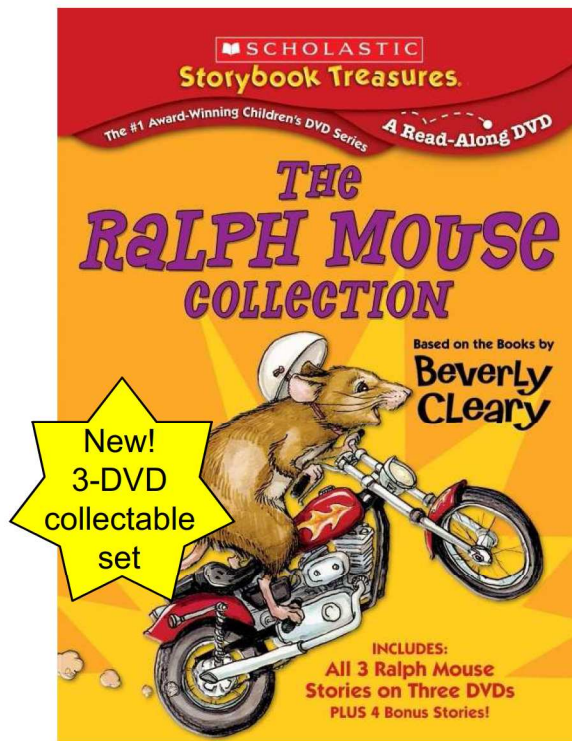
PREORDER **AUG 24** RELEASE **SEP 28**

NEW RELEASE: SCHOLASTIC

THE RALPH MOUSE COLLECTION

The best-selling mouse is for the ultimate adventure collection!

- From the award-winning author of *Ramona the Pest* and *Henry Huggins*, Beverly Cleary's best-selling RALPH stories come to life in this exciting, live-action set.
- Timed to release with the DVD release of *Ramona and Beezus*, based on the best-selling Beverly Cleary book series.
- Ralph DVDs are consistent top sellers, and are now available in one complete collector's set—over 40% less than purchasing singles individually.
- The stories on this DVD have won 9 awards including the Andrew Carnegie Medal for Excellence in Children's Video and ALA Notable Video.
- New read-along function highlights the words as they are read, allowing a child to follow the narrator, and new discussion questions to promote early literacy skills.
- Marketing and PR includes extensive outreach to top parenting blogs for reviews and giveaways, Google ad words campaigns, reviews in parent-centric publications, and kids radio promotions in the top 10 kids' markets.



SYNOPSIS Beverly Cleary's beloved, daring mouse comes to life in this complete collector's set. Join Ralph on a string of adventures as he goes to school, rides on his motorcycle and spends a summer at camp. Stories include: *Ralph S. Mouse*, *The Mouse and the Motorcycle* and *Runaway Ralph*, plus bonus stories *Stanley and the Dinosaurs*, *Uncle Elephant*, *Wee Gillis*, and *Commander Toad in Space*.

PRODUCT INFORMATION

DVD FEATURES: Read-along, Talk about the story

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

FORMAT: 3pk

PACKAGING: Thin-pks

LENGTH: 3 hrs., 15 mins. + extras

GENRE: Live-Action

YEAR: Various

LANGUAGE: English

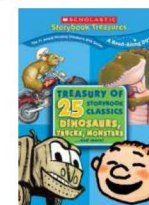
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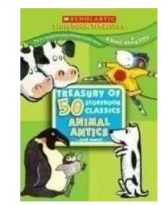
AUDIO FORMAT: Stereo

UNITS PER CARTON: 20

RELATED & RECOMMENDED



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**TREASURY OF 50
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