

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

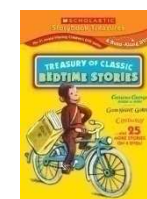
**COLOR:** Color

**WIDESCREEN:** No

**AUDIO FORMAT:** Stereo

**UNITS PER CARTON:** TK

## RELATED & RECOMMENDED



**TREASURY OF  
CLASSIC BEDTIME  
STORIES**



**CHICKA CHICKA  
2-PK**

DISTRIBUTED BY  
**NEWVIDEO**  
newvideo.com

Distributed in the U.S. by  
New Video, 902 Broadway, 9th FL  
New York, NY 10010



Distributed exclusively in Canada by  
EI Entertainment, 175 Bloor Street East,  
North Tower, Suite 1400  
Toronto, ON, M4W 3R8

**CAT NO.** NNVG224471 **UPC** 7-67685-22447-2

**SCHOLASTIC**  
Storybook Treasures™