

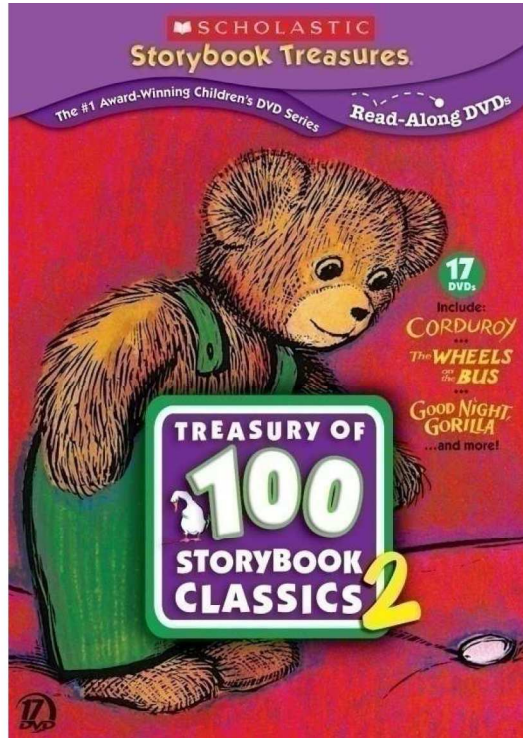
PREORDER **SEP 28** RELEASE **OCT 26**

NEW RELEASE: SCHOLASTIC

THE SCHOLASTIC TREASURY OF 100 STORYBOOK CLASSICS #2

100 NEW stories together in one must-have gift set

- Just in time for holiday set-ups, Scholastic presents a NEW treasury of 100 beloved children's stories brought to life on 17 DVDs – the must-have gift for 2010!
- The original treasury has shipped over 100K units and this new version features the new read-along, 100 stories PLUS 9 stories in Spanish, interviews with the authors and illustrators, and activities to help build early reading skills.
- Features sleek, space-saving packaging.
- Packed with celebrity narration from Thora Birch, Zach Braff, Abigail Breslin, Stockard Channing, Anthony Edwards, Mia Farrow, Cyndi Lauper, John Lithgow, Christopher Lloyd, and many others, this set 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 115 awards including the prestigious Caldecott Medal and Andrew Carnegie Medal for Excellence in Children's Video.
- Marketing includes an extensive campaign through paid advertisements on the top parenting sites and blogs, Google ad words, Facebook outreach, reviews in parent-centric publications, kids radio promotions in the top 10 markets, on-line giveaways, and holiday gift guide placement.



SYNOPSIS 100 award-winning and classic children's stories are faithfully adapted and brought to life in this comprehensive 17-DVD collection. From the best-selling favorite *Goodnight Moon*, to the beloved adventures of *Corduroy* and *Red Riding Hood*, parents and children alike are sure to enjoy these classic treasures, featuring celebrity narration from Thora Birch, Abigail Breslin, John Lithgow, and many more!

PRODUCT INFORMATION

DVD FEATURES: Read-along, Author Interviews, Spanish Stories, Discussion Questions, Sign Language Vocabulary, Comprehension Quizzes and more

SRP: \$99.95 U.S., \$109.95 CAN

FORMAT: 17pk

PACKAGING: Thin-pks

LENGTH: 19 hrs., 12 mins. + extras

GENRE: Animation

YEAR: Various

LANGUAGE: English

COLOR: Color

WIDESCREEN: No

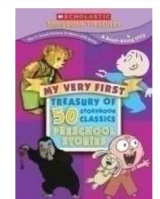
AUDIO FORMAT: Stereo

UNITS PER CARTON: TK

RELATED & RECOMMENDED



TREASURY OF 100 STORYBOOK CLASSICS



TREASURY OF 50 STORYBOOK CLASSICS: PRESCHOOL STORIES

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