

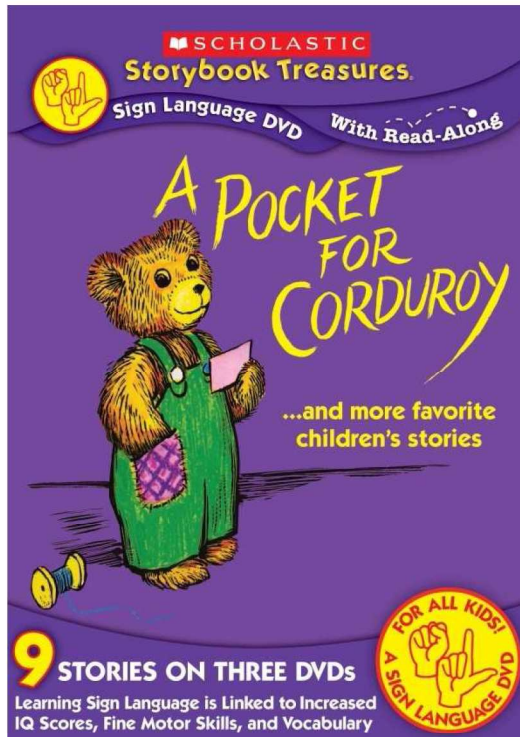
PREORDER OCT 5 RELEASE OCT26

NEW RELEASE: SCHOLASTIC

SCHOLASTIC SIGN LANGUAGE GIFT SET

The most recognizable books of all time with sign language!

- Perfect for the holidays, this DVD set features some of the most beloved children's stories of all time in one adorable gift set.
- Faithfully adapted from classic children's book, NEW Scholastic Storybook Treasures DVDs with sign language narration bring best-selling stories to life.
- Gift set includes a limited edition sign language poster.
- *Goodnight Moon*, *Five Little Monkeys*, and *A Pocket for Corduroy* have sold tens of millions of books nationwide.
- These DVDs are entertaining AND education! Each story includes sign language vocabulary and interactive comprehension quizzes to support early literacy skills.
- Studies show that learning sign language at a young age can increase IQ scores by an average of 12 points, and enhance early reading and fine motor skills.
- Teaching children sign language has become an enormous trend – sign language is being taught in popular children's television shows as well as in day cares, preschools and elementary schools nationwide.
- Marketing and PR includes national press in newsweeklies and parenting magazines, extensive outreach to top parenting blogs for reviews and giveaways, paid on-line ads and kids radio promotions in the top 10 kids' markets.



SYNOPSIS Introduce your child to basic sign language with classic and beloved children's books brought to life on DVD! Collect the entire library of Scholastic Storybook Treasures and read along on screen with your favorite stories, now with beautiful vocal and sign language narration. Stories include *Goodnight Moon*, *A Creature Was Stirring*, *Gladys Goes Out to Lunch*, *A Pocket for Corduroy*, *Blue Burt and Wiggles*, *Big Al*, *Five Little Monkeys Jumping on the Bed*, *Little Quack*, and *There's Something in My Attic*

PRODUCT INFORMATION

DVD FEATURES: Read-along, Vocabulary, Interactive Comprehension Quizzes

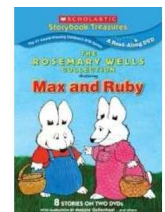
SRP: \$24.95 U.S., \$29.95 CAN
FORMAT: 3-pk
PACKAGING: Thin-pks in slipcase
LENGTH: 1 hr., 49 mins. + extras
GENRE: Animated
YEAR: 2010

LANGUAGE: English
COLOR: Color
WIDESCREEN: No
AUDIO FORMAT: Stereo
UNITS PER CARTON: 30

RELATED & RECOMMENDED



**TREASURY OF
CLASSIC BEDTIME
STORIES**



**THE ROSEMARY
WELLS
COLLECTION**

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SCHOLASTIC
Storybook Treasures™