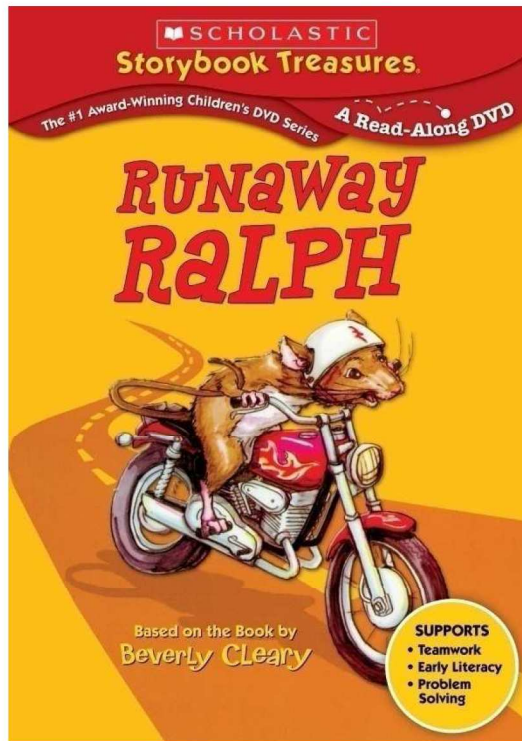


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NEW RELEASE: SCHOLASTIC



RUNAWAY RALPH

The best-selling mouse is back for another series of adventures!

- From the award-winning author of such classic children's books as *Ramona the Pest* and *Henry Huggins*, Beverly Cleary's best-selling story RUNAWAY RALPH comes to life in this exciting, live-action DVD.
- Ralph DVDs are consistent top sellers (*Ralph S. Mouse*, *The Mouse and the Motorcycle*)
- New read-along function highlights the words as they are read, allowing a child to follow the narrator, and new discussion questions 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 the third installment of the best-selling series. Join Ralph on a string of adventures after he runs away from home at the Mountain View Inn and makes a new friend. Also includes the bonus story *Commander Toad in Space*.

PRODUCT INFORMATION

DVD FEATURES: Read-along, Author Interview

SRP: \$14.95 U.S., \$16.95 CAN

FORMAT: Single

PACKAGING: Amaray

LENGTH: 60 mins. + extras

GENRE: Live-Action

YEAR: Various

LANGUAGE: English

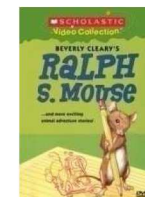
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WIDESCREEN: No

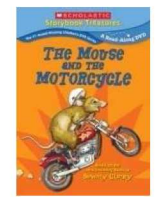
AUDIO FORMAT: Stereo

UNITS PER CARTON: 30

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RALPH S. MOUSE



THE MOUSE AND THE MOTORCYCLE

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