

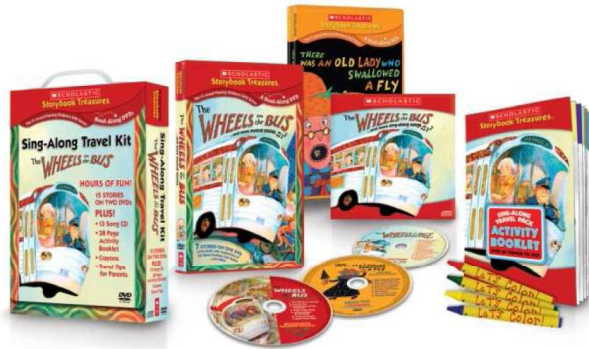
PREORDER MAY 11 RELEASE JUN 8

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

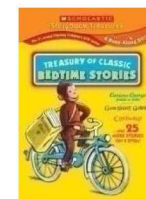
COLOR: Color

WIDESCREEN: No

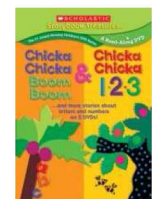
AUDIO FORMAT: Stereo

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
E! Entertainment, 175 Bloor Street East,
North Tower, Suite 1400
Toronto, ON, M4W 3R8

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

SCHOLASTIC
Storybook Treasures™