

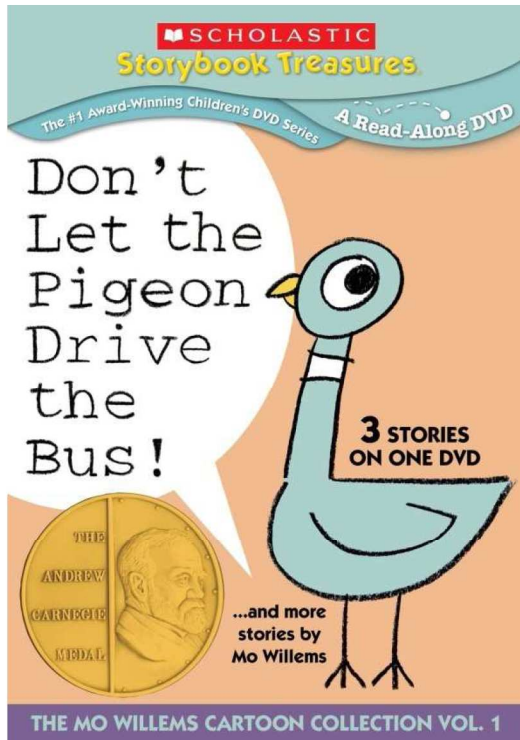
PREORDER AUG 24 RELEASE SEP 28

NEW RELEASE: SCHOLASTIC

DON'T LET THE PIGEON DRIVE THE BUS! ...and more stories by Mo Willems

Home to best-sellers *Wild Things*, *Curious George*, and now *Pigeon*!

- Mo Willems is the new hot kids author and *Don't Let the Pigeon Drive the Bus* has already sold over 500K units.
- *Pigeon* products have exploded in the market with 6 books, plush, backpacks, and new games coming this fall.
- Stories have won 15 awards including the Caldecott Honor and Andrew Carnegie Medal for Excellence in Children's Video.
- Great for building early reading skills – includes the enhanced read-along, discussion questions and an interview with the author.
- Marketing and PR will reach over 100K consumers through cross promotions with other Pigeon merchandise, national press in newsweeklies and parenting magazines and blogs, kids radio promotions in the top 10 kids' markets.



SYNOPSIS: When a bus driver takes a break, a very unlikely volunteer springs up – a pigeon! Will you let him drive? Find out as the best-selling children's book *Don't Let the Pigeon Drive the Bus!* springs to life on DVD for the first time. Additional stories include *Knuffle Bunny: A Cautionary Tale* (in English and Spanish) and *Leonardo the Terrible Monster* plus the bonus film *Mo and Pigeon Visit a School*, discussion questions and read-along.

PRODUCT INFORMATION

DVD FEATURES: Read-along, Spanish Version of *Knuffle Bunny: A Cautionary Tale*, *Mo and Pigeon Visit a School*

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

FORMAT: Single

PACKAGING: Amaray

LENGTH: 49 mins. + extras

GENRE: Animated

YEAR: Various

LANGUAGE: English

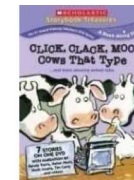
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WIDESCREEN: No

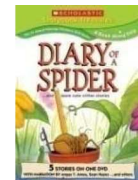
AUDIO FORMAT: Stereo

UNITS PER CARTON: 30

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DIARY OF A SPIDER

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SCHOLASTIC
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