

Queen appears in fruity DVD

A brand new early learning DVD with lots of fun, fruit and synthetic phonics

Based in the synthetic phonics approach, as recommended in the 'Rose' report, '123 it's a fruity abc' DVD, is an entertaining early learning aid which is animated using real pieces of fruit and vegetables to create characters and everyday objects. However, when you get to the letter 'q', you see a charming and witty portrait of the Queen waving, who receives a round of applause. Other favourite characters among young viewers include a coconut hedgehog family with two babies nestling in herb leaves, a monkey with banana limbs and tail swinging Tarzan-like across the screen, and a fruity jack-in-the-box who loves to go 'be-oiing'.

Captivating and educational, children as young as 17 months are joining in unprompted with the letter sounds. '123 it's a fruity abc' DVD is recommended for use on '**a few minutes a day**' basis developing a fun learning routine for early literacy as well as awareness of fruit and vegetables combined with healthy eating.

Clear visual letterforms are related to items of fruit and vegetables, accompanied by a child's voice over demonstrating the individual letter names and sounds, also blending some letter sounds into synthetic phonics and letter clusters to make whole words, set to a playful and memorable soundtrack.

'123 it's a fruity abc' DVD provides a multi-sensory learning experience, which is shared between parent, carer and child, developing early years understanding of the alphabet, letters and letter sounds - excellent for 2 to 3 year olds.

It also has a recent 'Kids first' Coalition for Quality Children's Media Endorsement in the USA.

The DVD is produced by KnowKnowledge, a new educational content production company, and is currently available online for £12.99 including P&P, at www.123fruityabc.com, www.amazon.com, www.beebright.co.uk, and other DVD retailers.

To request pictures or more information email ruth@knowknowledge.com



123 it's a fruity abc
DVD Running time:
40 minutes approx.
PAL UK English
Exempt from classification
Retail price £12.99



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