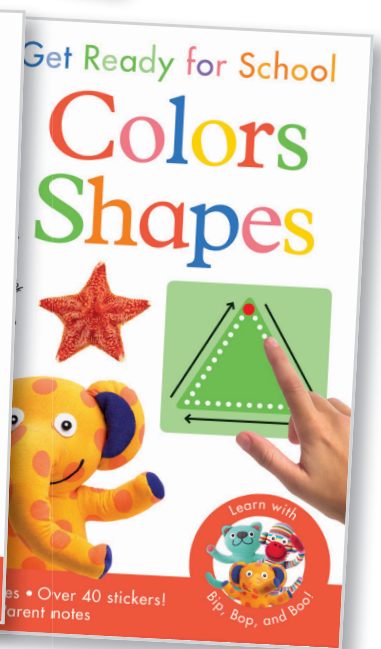
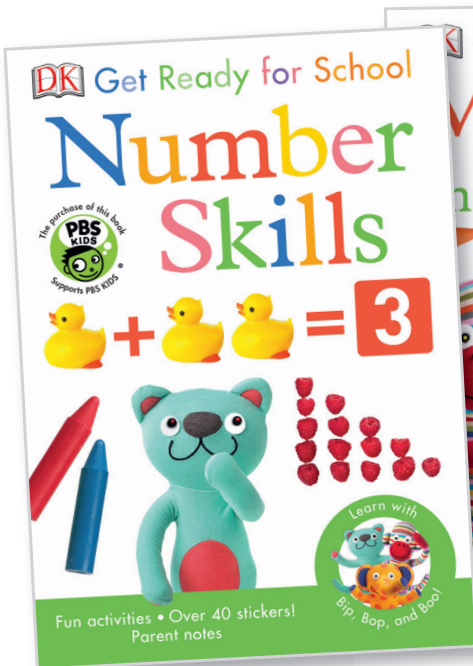
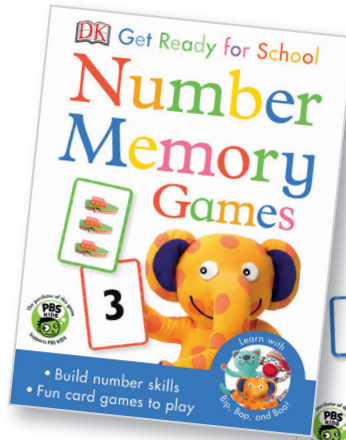
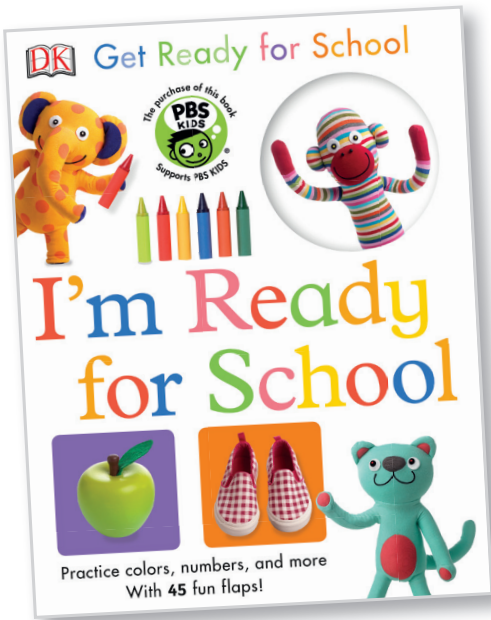




Get Ready for School

Helping your child learn the skills needed for starting school
Developed in partnership with PBS KIDS





Get ready to play, get ready to learn, get ready for school!



- A new series of interactive books, playbooks, and games to bring the brightest and best start to learning for every child
- Key skills are developed through play, exploration, and hands-on experience
- Each element of the series supports active learning through creative thinking
- Books develop confidence, curiosity, and independence
- Provides a solid foundation in reading, arithmetic, and writing and supports emotional, social, and motor skills development

What else is out there?

This series will stand out among other pre-kindergarten workbooks for its interactivity, thematic learning, photographic approach, and cast of adorable characters.

Meet Bip, Bop, and Boo.

Together, they'll guide you through the series, helping you and your child take stepping stones to the big step of getting ready for school.

Dear Booksellers,

As the number one educational media brand for children, PBS KIDS is committed to ensuring all kids have access to resources that support the development of important school readiness skills such as critical thinking, creativity, and communication. In our new partnership with DK Publishing, the DK Get Ready for School series supports PBS KIDS in our mission of preparing all children for success in school and in life. One hundred percent of the net proceeds that PBS KIDS receives will go back to support the development of children's educational media and our mission.

Sincerely,

Lesli Rotenberg
General Manager, Children's Programming, PBS



Who's a curious cat? That's Bip! When there's a problem to solve, you can count on Bip.

Bip supports your child's math and science learning.

Cuddly elephant Bop loves words and stories. Bop will help you get talking.

Bop supports your child's language development.

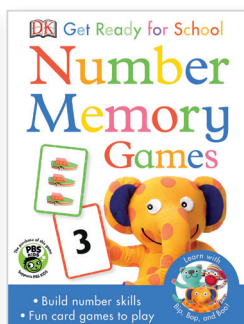
Who's a playful monkey? Boo, that's who! Create, explore, and learn with Boo.

Boo supports your child's creative, physical, and social skills.



I'm Ready for School Interactive Board Book

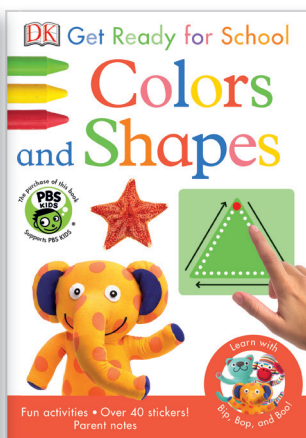
Meet Bip, Bop, and Boo, and turn your child's typical day into a great opportunity to learn with this interactive activity board book that's packed with fun flaps to lift. This interactive board book is designed to support child development through the early years. The themed lift-the-flaps enable a child to learn key skills in the context of play, exploration, and discussion about real-life experiences.



Get Ready for School Games

Are you ready to play with Bip, Bop, and Boo? These boxes of game cards support learning and development, and are lots of fun, too. Each box contains 40 photographic cards and instructions to play a range of two-player games with ideas of games that a child can play to learn key skills.

Get Ready for School Activity Playbooks



The three-level activity playbooks enable a child to learn and practice key skills. There are stickers to stick and plenty of fun things to do.

Level
1

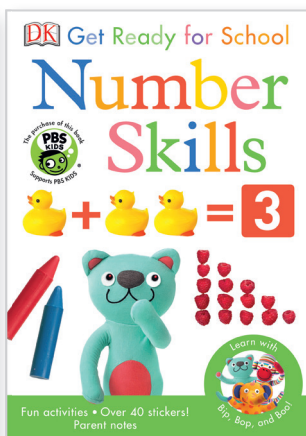
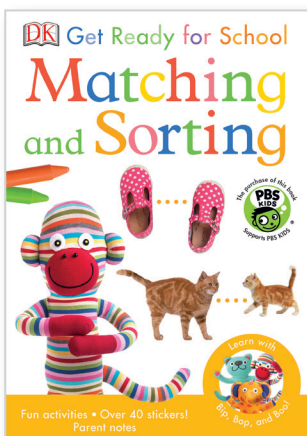
Red Level 1 is for children beginning to use a pencil and draw, recognize letters and their name, and understand counting and sorting.

Level
2

Orange Level 2 is for children beginning to notice and read words around them, add and subtract and count in twos, and handle a pencil and scissors with increasing control.

Level
3

Green Level 3 is for children who have a greater memory and attention span, a good and growing vocabulary, and a burst of growth in reading, writing, speaking, listening, and number skills.





I'm Ready for School Interactive Board Book

- Bright and colorful child-friendly photography
- Fun flaps to lift and pull
- Engaging characters that keep learning friendly and fun

What will you learn today?



Bip, Bop, and Boo will guide your child through this interactive activity book packed with lift-the-flaps to spark early learning. *I'm Ready for School* boosts confidence, curiosity, and independence so your child gets the best and brightest start to learning.

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sun hat



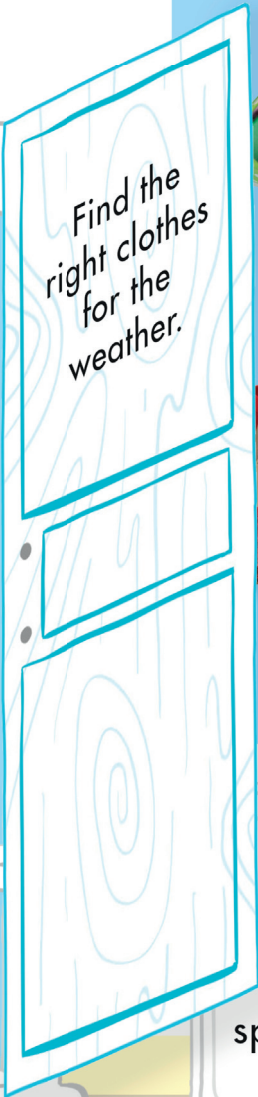
unglasses



swimsuit



lip-flops



What a mess! All the shoes are mixed up.



Can you help clean up and match the shoes that are the same?



sparkly shoes



sneakers



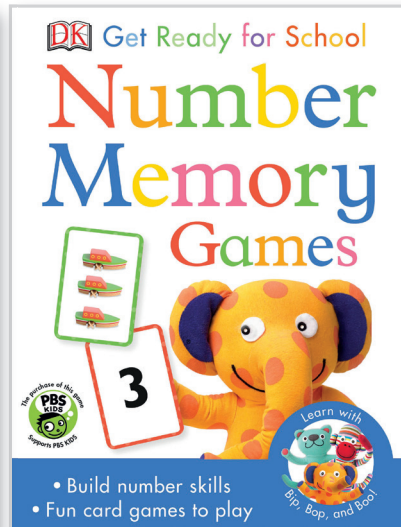
spotted shoes



rain boots

Good job!

Get Ready for School Games



May 2015: *Color Match Games* and *Number Memory Games*
Sept 2015: *Number Puzzles* and *Collect Four*

Each box contains a free board book and 40 cards to play a range of fun learning games.



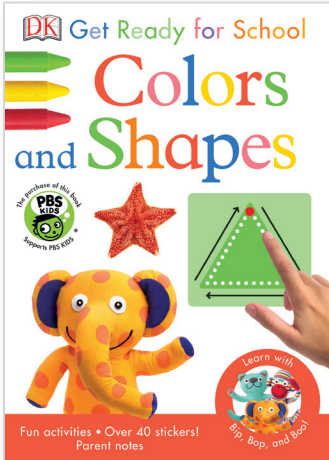
Get ready for school with great games!



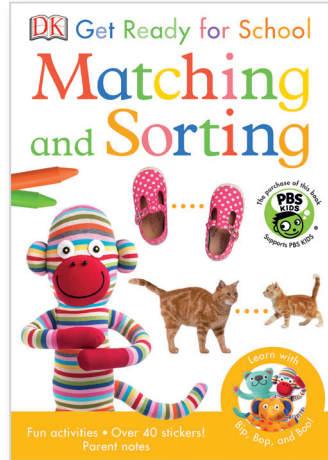


Get Ready for School Activity Playbooks

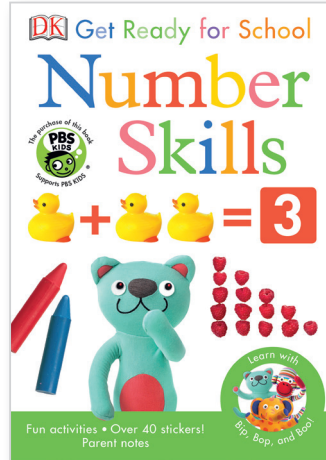
COMING IN
JANUARY 2016



Play and learn all about colors and shapes.



It's fun to learn all about opposites and pairs!



Get ready to explore first math skills.



Learning about numbers is as easy as 1, 2, 3.

Circles

Circles are round shapes with one side.
Draw around each circle.
Follow the dotted lines.

Bop says, "Can you see any circle shapes near you?"

Puff! Puff! Here comes a train.
Draw round the 2 wheels.

Find the window sticker. Add it to the train.

Draw around the puffs of steam.

Draw around the circles or trace them with your finger. Begin at the red dots and go all the way around.

How many candies?

There are 4 jars filled with candy.

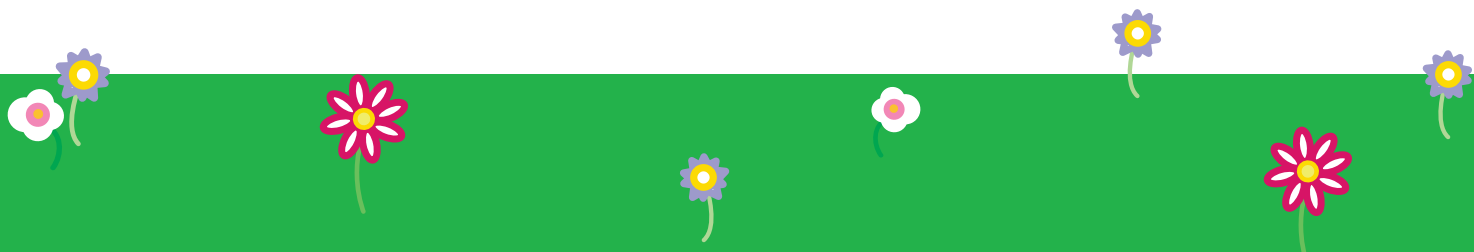
Guess how many candies are in each jar, then count to check.

Bip says, "Which jar has the most candies?"

Next find the candy stickers and add 1 candy to each jar.

How many candies are in the jars now?

Bop says, "Are there the same number of red candies in each jar?"





Get Ready for School

DK's complete school readiness program with interactive board books, games, and playbooks.

Marketing & Publicity

- National bookstore events
- Author interviews/Q&A
- Book/Library trade story pitch
- PRNewswire/syndicated release
- Social media campaign across all platforms
- Major pre-publication consumer/educator/trade advertising campaign
- Promotions at all consumer/industry/educator conferences
- Cross-promote with PBS KIDS
- Video
- Homeschool mailing
- E-newsletter feature
- Mini-site



I'm Ready for School PUBLICATION INFORMATION

Publication date: May 2015
 8 1/2 x 10 7/8 in • 18pp
 Full color throughout
 Board book with lift-the-flaps
 \$12.99 USA/\$13.99 Canada
 ISBN 9781465429094
For sales purposes only



100% of the net proceeds PBS KIDS receives from the sale of this book goes back to its mission of helping all children get ready for school and life.

Get Ready for School Games PUBLICATION INFORMATION

Publication date: 2 in May 2015;
 2 in Sept 2015
 5 3/4 x 7 3/4 x 1 1/8 in • 40 press-out cards and 8pp board book plus instruction leaflet
 Full color throughout
 Box
 \$9.99 USA/ \$10.99 Canada
Color Match Games
 ISBN 9781465436368 (May)
Number Memory Games
 ISBN 9781465436351 (May)
Number Puzzles
 ISBN 9781465438225 (Sept)
Collect Four
 ISBN 9781465438232 (Sept)
For sales purposes only

Get Ready for School Playbooks PUBLICATION INFORMATION

Publication date: Jan 2016
 8 1/2 x 11 in • 40pp including stickers
 Full color throughout
 Paperback
 \$6.99 USA/\$7.99 Canada
1,2,3
 ISBN 9781465429063
Colors and Shapes
 ISBN 9781465429087
Matching and Sorting
 ISBN 9781465429056
Number Skills
 ISBN 9781465435866
For sales purposes only

