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**ROSEMARY WELLS' FAVORITE BACK-TO-SCHOOL TALE
COMES TO THE SMALL SCREEN**

**EMILY'S FIRST 100 DAYS OF SCHOOL
...AND MORE GREAT SCHOOL TIME STORIES**

#1 Award Winning Scholastic Video Collection™ Offers the Perfect
Back-to-School DVD Antidote, Available July 31 for \$14.95SRP

NEW YORK, NY – A new DVD in the Scholastic Video Collection™, which has won the most awards for a children's DVD series, is about to make the new school year that much more exciting for young viewers! **EMILY'S FIRST 100 DAYS OF SCHOOL ...AND MORE GREAT SCHOOL TIME STORIES**, due July 31, will ease kids' fears about starting school and making new friends, and show kids that numbers can indeed be oodles of fun and more!

This vibrantly illustrated, jauntily narrated adaptation of Rosemary Wells' best-selling book "Emily's First 100 Days of School," captures the charm and spirit of a little bunny – the title character -- just starting class. With so much to do on her first day, young Emily feels as if it will take forever to reach 100 days – at least until her teacher announces they will have a party. Mrs. Cribbage reassures the class, asking them to make a new number friend each day of school. As the days and weeks go by, Emily and her new classmates learn new ideas, expand their world and grow closer together one day at a time.

EMILY'S FIRST 100 DAYS OF SCHOOL ...AND MORE GREAT SCHOOL TIME STORIES includes two additional animated tales about the challenges of school. In "Read to Your Bunny," also by Wells, Young Freddy Bunny is having trouble learning in school, but he'd rather play video games and watch TV anyway. With encouragement and support, Freddy learns reading can be fun and enjoyable; the story also features an original song performed by **Mary Chapin Carpenter**. "If You Made a Million", by David M. Schwartz, teaches children about the true value of money, with Marvelosissimo the Mathematical Magician as the expert guide. The DVD is also enhanced by an exclusive interview with Rosemary Wells and the sing-a-long "Gonna Read To My Bunny" music video.

Rosemary Wells, beloved author and illustrator of dozens of picture books (including an acclaimed adaptation in the recent Scholastic DVD release, *Noisy Nora*) has been thrilled to work with Weston Woods and Scholastic to adapt her best-selling stories to the small

screen. She says, "One of the best perks in my professional life is watching Weston Woods bring a book of mine to life. *Emily's First 100 Days* is such a lively and funny film, but it still manages to teach the complicated learning of number names, order, and amount in an entirely original film format."

Weston Woods Studios, producers of the Scholastic Video Collection, works closely with authors and illustrators as they craft these internationally acclaimed productions, formerly available only for educational use. Educators and children's librarians recognize the quality of Weston Woods productions with frequent awards and acclaim. *School Library Journal* reviewed the production as "faithful to the print edition and features the same adorable animal characters and primary-colored cartoons." The video adaptation was also featured at the Tribeca Film Festival in 2006.

Like all of the award-winning Scholastic Video Collection titles, EMILY'S FIRST 100 DAYS OF SCHOOL ...AND MORE GREAT SCHOOL TIME STORIES offers careful adaptations of classic, critically acclaimed children's books from renowned authors and illustrators. Top-quality production values and kid-friendly narration and music are hallmarks of this celebrated collection, which includes more than 35 DVDs and popular Storytelling Classics gift sets. The Scholastic Video Collection has won more awards for adaptations of best-selling children's books than any other children's video line.

The Scholastic Video Collection, distributed by New Video (www.newvideo.com), has won nationwide critical acclaim and several new awards from Parents' Choice, NAPPA (National Parenting Publications), Oppenheim Toy Portfolio and the Parents Television Council. The Scholastic Video Collection brings best-selling and classic children's stories to DVD to encourage the love of books. For more information about the entire Scholastic Video Collection and available gift sets, visit www.newvideo.com/scholastic. The DVDs are available at retailers throughout North America.

About Scholastic Media

Scholastic Media (SM) is the entertainment and media division of Scholastic Inc., the global children's publishing and media company. A proven leader and innovator in the children's entertainment landscape and award-winning licensor and marketer of children's properties worldwide, SM ranks as one of the foremost producers of quality, family-oriented content for all platforms, including television programming, feature films, home entertainment, interactive, and the Internet.

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SCHOLASTIC VIDEO COLLECTION™ EMILY'S FIRST 100 DAYS OF SCHOOL ...AND MORE GREAT SCHOOL TIME STORIES

Pre-order date: July 3, 2007
Street Date: July 31, 2007
Format: DVD/Ages 4-9
Sug. Retail Price: \$14.95
Genre: Children's/Animation
Running Time: Approx. 50 minutes + extras
Screeners/Art: Available upon request