

# LITTLE PIM

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## LITTLE PIM NOW OFFERS ITS AWARD-WINNING LANGUAGE-LEARNING SERIES IN ENGLISH; DESIGNED SPECIFICALLY FOR YOUNG CHILDREN

New York, NY (May 12, 2008)—Little Pim, the leading producer of Spanish, French, and Mandarin language-immersion videos for young children, today announces the release of the English version of its award-winning DVD series ***Little Pim: Foreign Language and Fun***.

The groundbreaking *Little Pim* video series is the most comprehensive program designed specifically for exposing babies, toddlers and preschoolers to the building blocks of the English language. It was created in response to scientific proof that the human brain is most receptive to learning new languages during early childhood. The series of three theme-based discs introduces a broad range of more than 180 words and phrases. Each 35-minute DVD features short episodes starring a lovable, animated panda bear named Little Pim and live-action children who use playful antics and everyday routines to teach language for expressing needs and desires such as “I’m hungry,” “Let’s play” or “Time to wake up.”

*Little Pim’s* English DVDs are primarily for children who are learning English as a second language. Parents also can use these programs to enhance their young child’s verbal skills even if his or her first language is English. Research shows that children learn best when their parents or caregiver actively play with them while naming items and actions in their daily life. The repetitive action of a child seeing an object, hearing the parent name it and then saying that name back to the parent is an essential part of a child’s language development. Little Pim’s DVDs, Books, and Learning Cards help to structure and encourage more of this parent-child interaction fostering maximum language learning.

“We are proud to offer this English version of our groundbreaking series,” said Julia Pimsleur Levine, founder and president of Little Pim. “With our *Little Pim ESL* programs parents now have an



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**FOREIGN LANGUAGE AND FUN**

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interactive method with all the tools necessary to become their child's language tutor even if English is their second language."

Available at [www.LittlePim.com](http://www.LittlePim.com) and Amazon, *Little Pim* English DVDs retail for \$24.95 each or \$49.95 for the complete three-disc set.

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## **Little Pim DVDs**

Launched in November 2007, *Little Pim* was created by award-winning filmmaker (and mother), Julia Pimsleur Levine to help young children take full advantage of the fertile, yet brief, window between six months and five years when they are the most receptive to learning languages. The series has already won five awards from discerning consumer industry programs. These include *Kids First! Coalition for Quality Children's Media*, *Parents' Choice*, *i-Parenting*, *Dove Foundation*, and *Parent-to-Parent*.

Little Pim's series includes *Eating and Drinking* (DVD 1), *Wake Up Smiling* (DVD 2), and *Playtime* (DVD 3). Each program is available in French, Spanish, Mandarin or English.