

# BABYFIRST – NEW WORDS WITH JOEY’S TOY BOX

**Hop Along On a Learning Adventure with Joey!**

**Synopsis:**

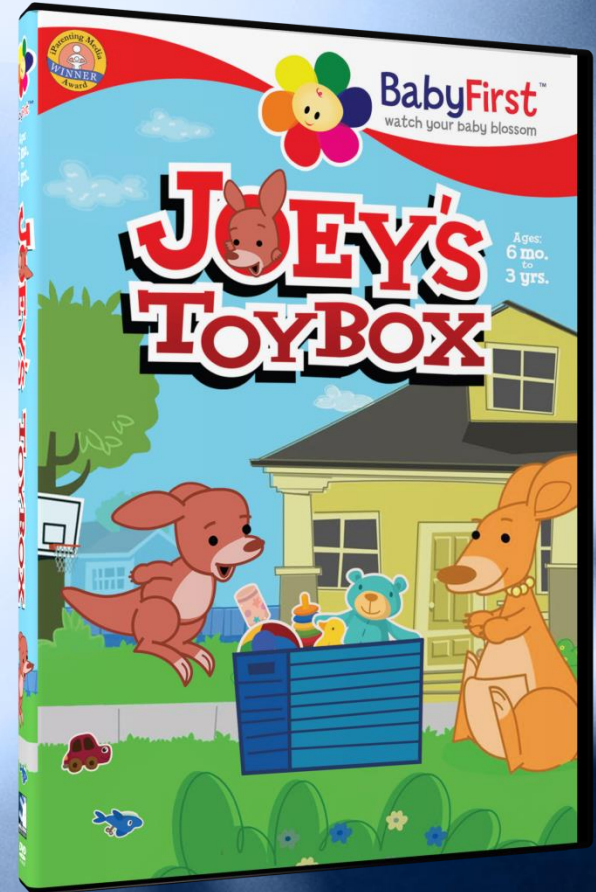
Meet our playful kangaroo family where Joey, the baby kangaroo, and his mother take you on backyard adventures every fun-filled day. In each episode, Joey brings out a big box and looks inside to see what he can find. As he discovers each item, he does funny things with it until his mom helps him understand what the object is and how it works. Gentle life lessons result as the kangaroo family hops along together down the road of discovery.

**Target Audience:**

Children ages 0-3

**Key selling points:**

- Parents love Joey’s Toybox because he introduces children to new vocabulary
- BabyFirst is a well-known trusted brand!
  - In over 41 Million US homes (on track to reach 50 Million in early 2015)
  - 40 mobile/tablet apps with over 7 million downloads
  - # 1 in Daily Viewing Time, ahead of Hallmark, Lifetime, Oxygen, Bravo, E!, etc.
  - # 3 in Ratings for HH with Children 0-3
- Created by an extensive network of renowned authorities in early childhood education and psychology
- Award Winning Programming
  - Parents’ Choice Award, Iparenting Media Award - “Greatest Product of the Year”
  - Creative Child Magazine Award - “Media of the Year”, US International Film and Video - “Gold Camera” award for outstanding educational programming for children



Title	UPC	Item #	Format	Genre	SRP	Cost	Rating	Runtime	# Disc
BABYFIRST – NEW WORDS WITH JOEY’S TOY BOX	683904538666	53866	DVD	Children’s	\$9.98	\$xx.xx	TV - Y	48 min	1