

Experience high-quality, safe and positive programming specifically developed for toddlers and parents!

Synopsis:

From the creators of the popular TV channel, **Let's Play** helps build your child's foundation for social skills that will last a lifetime: sharing, imitating, taking turns, communicating and more.

First Games with Sammy and Eve

- Squirrel friends, Sammy and Eve invite kids to partake in their favorite game: "Hide and Seek" and introduces words relating to distance, such as "closer" and "farther, "behind" and "beside."

Art & Music for Babies

- Visual inspirations come to life with this stimulating series that encourages parent/child bonding and imagination for positive childhood development.

Baby Playpen: Color, Movement and Games

- Specifically designed for the attention span, visual capabilities and thought processes of your baby, join some of the beloved characters of BabyFirst as children are introduced to the world around them.

Target Audience: Babies through Pre-School Age Children

Notable Cast/Crew: Featuring beloved BabyFirstTV characters as Sammy & Eve, Bonnie Bear, Bloop & Loop, Rainbow Horse, Peek-A-Boo and more!

Key selling points:

- BabyFirst TV is a well-known, trusted brand built through its TV programming on the Top 5 US cable and Satellite Operators, Website and Apps
- Created by an extensive network of renowned authorities in early childhood education and psychology
- Award Winning Programming
 - Parent's Choice Award, Parenting 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 education programming for children.



<u>Title</u>	<u>UPC</u>	<u>Item #</u>	<u>Format</u>	<u>Genre</u>	<u>SRP</u>	<u>Cost</u>	<u>Rating</u>	<u>Runtime</u>	<u># Disc</u>
BabyFirst – Let's Play	683904546128	54612	DVD	Pre-School	\$9.98	TBD	TV-Y	4 hr 50 min	1