

Synopsis:

Meet the **Color Crew** – a lively bunch of crayons that explore all the colors of the world! Join them as they introduce basic colors in their very own special way. This DVD features back-to-back episodes of the colorful friends forging ahead on a new and different journey each time. The colorful and musical journey is sure to make your little one smile with delight!

Target Audience: Ages 0-3

Notable Cast/Crew: As seen on BabyFirstTV!

Key selling points:

- Content created by leading experts in childhood development
- Parent company, First Media, is comprised of several brands and platforms that appeal to the millennial mom, including the social site, BLOSSOM with 32million Facebook followers
- BabyFirst has dozens of top mobile apps across iTunes, Amazon and Google stores
- Most popular YouTube videos have over 60+million views each!



<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 - Color Crew New Adventures	683904547187	54718	DVD	Pre-School	\$9.98	TBD	TV-Y	2 hr 0 min	1