



PRESS RELEASE

4th April 2011

Ladybird launches digital learning and storytelling platform

Ladybird is proud to announce a newly formed collaboration with multimedia children's publisher, Made in Me to transform the reading experience from the page to the screen with an award winning software series, *The Land of Me*. Ladybird will utilise its ever-growing networks and channels to take *The Land of Me* to a global audience.

An interactive, digital storytelling experience designed for adults to share with young children on a Mac or PC, *The Land of Me* combines traditional illustration and animation with cutting edge technology to bring you an interactive, captivating learning experience. It's the first time ever that this level of visual quality has been combined with Early Years research on a digital platform. Every activity is founded on the most effective techniques for developing language and creativity in young children, thanks to a collaboration with Professor John Siraj-Blatchford from Swansea University's Centre for Child Research.

James Huggins, MD of Made in Me said 'We started Made in Me to inspire young children and families with new kinds of playful experiences that are enchanting and a little bit special. Ladybird have been doing just that for the last 40 years so I can't tell you just how excited we are to be working together. *The Land of Me* is an exciting illustration of how classical storytelling combined with cutting-edge technology can create a magical new way for children and grown-ups to play together.'

Ladybird is currently undergoing a major brand initiative to reassert its position as the number one destination for preschool children's books, both in traditional formats and on digital platforms. Ladybird already has a presence in the digital arena, having launched highly acclaimed storybook apps *Topsy & Tim Start School* and the Baby Touch *Peekaboo* app last year. Ladybird recognises that the publishing landscape is changing and the collaboration with *The Land of Me* demonstrates a strategic new direction for the publisher to engage parents and children in whichever medium or platform they prefer.

Eric Huang, Publishing Director for Penguin Children's Books Media & Entertainment division said 'It's an exciting time to be in licensed publishing. We are in the midst of transforming our tie-in business from being a book licensee to becoming a publisher of stories across all platforms. We publish ebooks and we publish apps, but what's even more exciting is digital storytelling beyond these two formats. Our collaboration on *The Land of Me* is a great example of this shift, and only the first of several digital licensing partnerships to come.'

The Land of Me is available on DVD-ROM for £29.95 or each of the six chapters can be downloaded individually for £6.95. The new website will be coming soon but in the meantime visit www.thelandofme.com for more information and to download the first chapter for free!

For more information please contact:

Jennifer Cooper, Head of PR, Ladybird Books

E: Jennifer.Cooper@uk.penguin.com T: 020 7010 3048 W: www.ladybird.com

Notes to Editors:

Ladybird Books

Ladybird has been publishing books for children since 1940 and it stands at the forefront of children's publishing as one of the most iconic and well-known children's brands. Its books are synonymous with quality, value for money, favourite stories and fun and are trusted by parents the world over. As well as traditional books, Ladybird publishes digitally including, eBooks and apps and mobile delivery, we offer a variety of formats and platforms to suit today's parents and children.

Made in Me

Made in Me is a new children's publishing company on a mission to inspire young children to learn by exploring their creativity and imagination. The team is a mixture of artists, teachers, developers, parents and friends who believe that the vast majority of educational media aimed at young children could be more imaginative, richer and much more intuitive. By combining old fashioned values with modern digital media Made in Me can provide playful early learning experiences that are enchanting, wonderful and a little bit special.