



FOR IMMEDIATE RELEASE:

Karina Rajtar | Marketing Manager
952-698-2413 | krajtar@abdopublishing.com
www.abdopublishing.com

ABDO ZOOMS IN ON ANIMALS AGAIN – ¡EN ESPAÑOL! – WITH ANIMALES

May 10, 2016

Minneapolis – ABDO (abdopublishing.com) invites ALA attendees to learn about **Abdo Zoom Animales**, the first Spanish-language installment to the leading educational publisher’s **online database tool** for PreK-2 learners.

“We are very excited to continue to build our Abdo Zoom platform,” said Monte Kuehl, National Sales Director. “Animales is sure to delight students and educators alike, blending basic animal information with Spanish language learning.”

ABDO will present on Abdo Zoom throughout the ALA weekend at booth 1367. Those planning to attend should monitor ABDO eNewsletters or social media sites for schedule details as the conference nears.

Animales – which launched April 25 – is the third of several **Abdo Zoom databases** that allow young readers to practice online research in a safe, secure environment. Features include read-aloud text, highlighted glossary terms, streaming videos, and printable activities and games. The puzzles, crafts, games, and coloring activities reinforce learned vocabulary and concepts through a disguised learning approach.

A special added feature for subscribers with both the Animales and Animals databases is a toggle button to easily switch between Spanish and English.

“We’re especially excited about the toggle feature,” Paul Abdo, Editor-in-Chief said. “It’s great for improving vocabulary and comprehension for new language learners.”

Animales is available for purchase directly through the ABDO website or through a local ABDO representative. ABDO offers multi-year and multi-database discounts on Abdo Zoom subscriptions.

Information on following ABDO eNewsletters and social media pages can be found at abdopublishing.com.

About ABDO

ABDO, a family-owned company, has been publishing educational materials for more than 30 years, including library-bound hardcover editions and a variety of digital products. The company is comprised of five divisions: Abdo Publishing, Magic Wagon, Spotlight, Abdo Kids, and Abdo Digital. For more information, visit ABDO online at abdopublishing.com.