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Growing Minds LLC Announces the Release of New MUZZY Club

The Language Learning Program for Children is Updated with Multiple New Features

Barrington, IL: Growing Minds, an independent publishing company and exclusive licensee of MUZZY BBC, is pleased to announce the release of a new platform for MUZZY. The web-based version of MUZZY, the world's #1 language course for children and originally created by the British Broadcasting Corporation (BBC), is now called MUZZY Club and provides multiple new features including support for more languages, new animation, crystal clear digital audio, the addition of over 200 games, and other activities to reinforce learning. The new MUZZY Club will be demonstrated at the Growing Minds booth, #471, at the American Library Association (ALA) Conference.

Richard Flower, vice president of sales and general manager of Growing Minds, said, "The new MUZZY Club will continue the tradition of teaching young learners as young as two a second language. We look forward to showing the ALA Conference attendees MUZZY's enhanced animation and interactive games that entertain children so much they don't know they're becoming bilingual."

New MUZZY Club features include:

- A new e-book called *The Big Muzzy Story*
- Support for mobile devices
- Over 200 games for non-reading and reading children
- A recording feature to practice pronunciation and the acquisition of an authentic accent
- Typing games
- Online flashcards

Learn more about Growing Minds and MUZZY: <http://www.GrowingMindsMedia.com>

About MUZZY BBC: MUZZY uses a natural immersion approach to language learning. Readers and nonreaders find it easy and fun to master a second language with the program. Children watch an engaging animated video about Muzzy, a large fuzzy extraterrestrial, and his friends, as they present to the child 600+ functional words and phrases that are spoken by native speakers with authentic accents. Repetition reinforces learning as children absorb the new language naturally at their own pace through the context of the story and its imagery. Online games, e-books, printable flashcards, karaoke-type sing-a-long and a voice recording feature reinforce what the child learned. MUZZY is available as a web-based application, a DVD media pack, and as applications for iOS and Android. MUZZY for classrooms includes curriculum binders with lesson plans, activity sheets, assessments, and more.

About Growing Minds: *Growing Minds is an independent publishing company based in the Chicago area with a mission to bring the very best educational resources to young learners around the world. We seek out or create high quality learning programs that are new and exciting and that will answer some of the educational needs of families with children ages two and up. Through our programs, children will make the most of the “growing mind of opportunity” years of learning that science shows can give a child an advantage for a lifetime. As parents ourselves, we know that our products are effective because we’ve tried them all. We also know they’re fun—and that’s when any learning program works best.*

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