



**SCHOLASTIC MEDIA LAUNCHES ‘CLIFFORD® READY-TO-READ’
FOR LEAPFROG’S™ AWARD-WINNING EDUCATIONAL ENTERTAINMENT PLATFORMS**

Title Teaches Letter Recognition, Word Building, Letter Sounds and Rhyming

NEW YORK – SEPTEMBER 10, 2013 – Learning to read with Clifford® and friends has never been BIGGER! Scholastic Media, a division of [Scholastic](#) Inc., the global children’s publishing, education and media company, today announced the publication of [CLIFFORD](#) READY-TO-READ for [LeapFrog](#)’s award-winning learning tablets, LeapPad1™, LeapPad2™ and LeapPad™ Ultra and learning video game systems, LeapsterGS™ and Leapster Explorer™. The cartridge game will be available at retail in January 2014 for \$24.99; a digital version also will be available for download in the [LeapFrog App Center](#) for LeapPad tablets, LeapsterGS and Leapster Explorer– joining other Clifford digital titles including ‘Clifford’s Rhyme Race’ (game), ‘Clifford: Topsy Turvey Day’ (video), and ‘Clifford The Big Red Dog’ (audio). The cartridge marks the 8th title Scholastic and LeapFrog have partnered on for LeapFrog Learning library of content; CLIFFORD READING was originally published for Leapster in 2006.

Designed for children ages 3-5, CLIFFORD READY-TO-READ teaches and reinforces letter recognition, letter sounds, word-building and rhyming among young children. Kids can develop essential reading skills and earn new stories for Clifford’s library while playing fun activities with Clifford and his friends. Through four early-reading games that feature more than 250 rounds of gameplay, kids can earn 10 stories for Clifford’s library that allow them to practice reading with the help of Emily Elizabeth. CLIFFORD READY-TO-READ features three learning levels, ensuring that the games are just right for each child who plays, and voiceovers within the game encourage pre-readers to learn and play independently.

“Clifford the Big Red Dog is among the most iconic and beloved characters in children’s entertainment, and we are delighted to work together with LeapFrog to help the next generation of kids become stronger readers at an early age through engaging, educational and entertaining gameplay,” said Leslye Schaefer, Senior Vice President of Marketing & Consumer Products for Scholastic Media.

With more than 126 million books in print from Scholastic in 13 languages by beloved creator Norman Bridwell, Clifford is a literary classic embraced by parents, teachers and kids. Airing weekdays on [PBS KIDS](#) (check local listings), the Clifford television series has been sold to more than 30 countries in 12 languages. The global franchise celebrated its 50th anniversary in the 2012-2013 school year.

For more information about Clifford the Big Red Dog, please visit Scholastic’s media room at [mediaroom.scholastic.com/clifford](#), [www.scholastic.com/clifford](#) and [www.facebook.com/officialclifford](#). For more information about the PBS KIDS series, visit [PBS.org/pressroom](#).

For review copies and screenshots please contact Emma McKinstry or Meghan Newton at [Scholastic@goodmanmedia.com](#) / 212.576.2700

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