



WordWorld Overview

A child learns the alphabet. Then what?

A large gap exists between children recognizing letters and learning to read. Parents and educators struggle with how to bridge that gap. Now they have help. WordWorld, the latest innovation in the children's literacy landscape, playfully brings words to life through a patent-pending methodology that embeds words into the objects they represent.

Imagine a picture of a word. With WordWorld, pre-readers immediately recognize both the object and the letters used to spell the word. It's an Ah-ha! moment that keeps children engaged and wanting more. WordWorld empowers kids by making the abstract concepts of literacy tangible to them; the connection between letters, words and meaning is crystallized before their eyes. WordWorld is a vibrant, word-rich place where kids play with and build words, which then come alive and become WordFriends™.

WordWorld reaches children through a multi-media platform including public television, learning toys and interactive tools.

WordWorld on PBS Kids (check your local listing)

For the first time in television history, words are truly the stars of the show! Partly funded by the U.S. Department of Education, WordWorld is a 3-D animated show featuring a zany ensemble of WordFriends™, who embark on madcap adventures where the only way to save the day is to "build a word." The novelty of the show is that when a word is built correctly, it morphs into the thing it represents, which makes learning to read a playful and rewarding experience for preschoolers. WordWorld's humorous storylines focus on age-appropriate socio-emotional lessons while introducing key literacy skills such as letter associations and phonological awareness. The show debuted to wide acclaim on Sept. 3, 2007, on PBS Kids and TVOntario.



visit: pbskids.org/wordworld



WordWorld Learning Toys: Children at Play with words:

The toy industry quickly realized the significance of WordWorld's exciting, playful, new approach to literacy through "WordPlay". To date, licensed deals with MEGA Brands, Spin Master, Sababa Toys and NCircle Entertainment have resulted in a broad assortment of products that feature the WordFriends and encourage kids to "build" and love words. In early 2008, Target launched the full line of WordWorld products at its stores nationwide, backing it with significant marketing support. Target recognized that WordWorld would be a strategic partner in expanding its commitment to literacy and innovation.

WordWorld– WordBuilding on the Internet- (www.pbskids.org/WordWorld)

With the WordFriends™ leading the way, children can play action-packed WordBuilding games and explore the wealth of words on line. But it's not just for kids. WordWorld's website includes literacy components for parents and teachers to reinforce lessons learned from the show and toys.

Word World, LLC–the Company

Created by Don Moody, WordWorld, the multi-platform media franchise, is part of the Ready To Learn Literacy Initiative, which is in partnership with the U.S. Department of Education, the Corporation of Public Broadcasting, PBS and the Ready To Learn Partnership.



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