

sprout

grow with your child. read with your child.





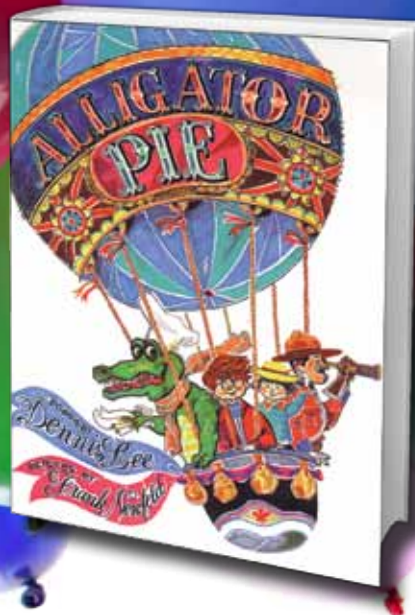
Babies are instinctively drawn to look at high-contrast edges and patterns, like the ones found in Tana Hoban's **black and white books**.

Interactive books, such as *Baby's Very First Book: Faces*, encourage curiosity and creative development. This book has crinkly pages and mirrors that stimulate the senses and encourage manual dexterity and problem solving. Ages 0-7 months.

your baby's world in

black & white

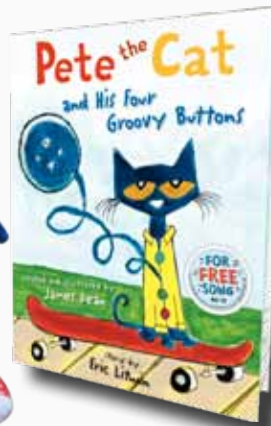




make time for rhyme

Rhyme and repetition aid word recognition and phonological awareness; they build vocabulary, encourage memory development and lay the foundations for future language skills. Collections like the Canadian classic *Alligator Pie* contain a range of poems. Story poems like *The Gruffalo* help children develop auditory memory skills. You can help your child develop these skills by reading closely with them from birth. Ages 2+.





the CHARACTER concept

Favourite storybook characters like Pete the Cat can help introduce your little one to concepts such as school, colours and counting. These familiar friends explain away the fear of the unknown and provide a sense of comfort for your child. Be sure to check out the sing-along Pete the Cat videos on Youtube.com. Ages 3+.



goodnight baby

Margaret Wise Brown's books have been delighting parents and children alike for over sixty years. Classics such as *Goodnight Moon*, *Big Red Barn* and *The Runaway Bunny* are beloved by generations of readers and listeners. *Goodnight Moon's* lyrical text and familiar images have ushered countless sleepyheads to bed. In this classic of modern children's literature, the quiet poetry of the words and the gentle, lulling illustrations combine to make a perfect book for the end of the day. Ages 0+.

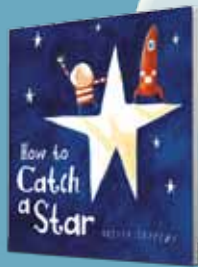


the reading routine

A bedtime ritual is vital. Take a bath, sing some lullabies and read some books! Picture books such as *Harold and the Purple Crayon* can be read at any age, but as your child becomes increasingly aware of the world, the stories can become more complex and longer in length, such as *Where the Wild Things Are* and *Harry the Dirty Dog*. Ages 3+.



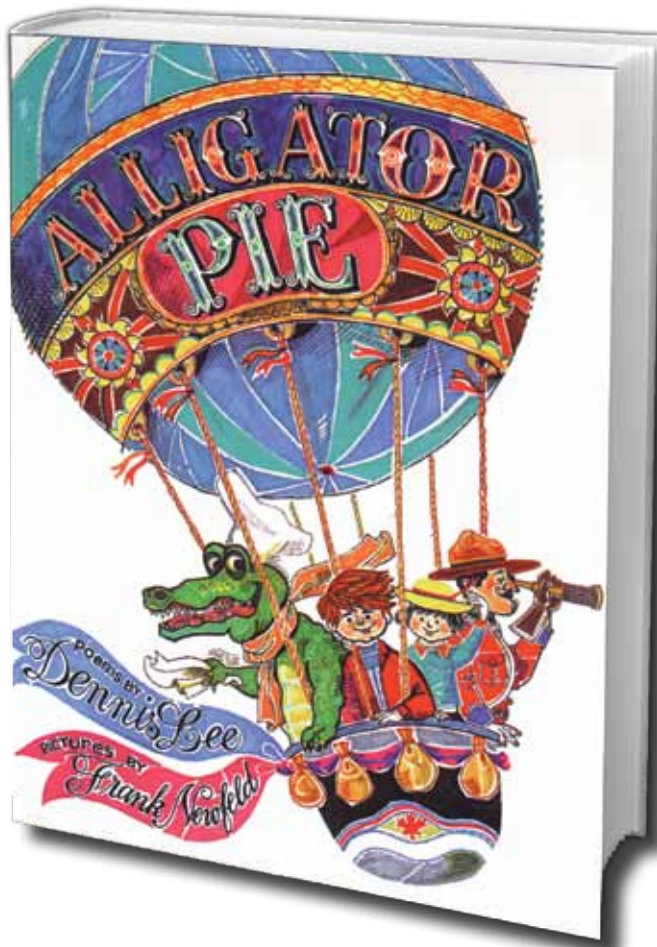
discover the world of oliver jeffers



Books by Oliver Jeffers are the perfect gift for new parents. His award-winning combination of classic themes and contemporary styles make them a must-have for every bookshelf. His books range from the silly and fun *Stuck*, to the big emotional moments in *The Heart and the Bottle*, to the amazing feats of paper engineering in *The Incredible Book Eating Boy*. You and your child will enjoy Oliver Jeffers for years to come. Ages 3+.



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