



## **PBS KIDS PLAY! Adds Streaming Music Service to Reinforce Lessons for Young Learners**

*More than 25 songs from PBS KIDS programs designed to aid memory recall and language development for preK-1 students*

**MONTREAL (March 6, 2013)** — PBS KIDS PLAY! now features a streaming music service, free to all subscribers, to help reinforce curriculum lessons for students in preschool, kindergarten and first grade. Tribal Nova, co-publisher of PBS KIDS PLAY! with PBS KIDS, added music to the program for its positive, long-lasting impact on student motivation and learning.

PBS KIDS PLAY, a cross-curricular adaptive learning program, features PBS KIDS characters and interactive games to provide a highly engaging educational environment that helps students develop academic, social and creative thinking skills critical for school success. The initial 25 music tracks come from the popular PBS KIDS program DANIEL TIGER'S NEIGHBORHOOD and Web-original series FIZZY'S LUNCH LAB, with songs from more PBS KIDS series slated to join the line-up later this year.

The short, 60- to 90-second songs feature simple lyrics that are appropriate for students in preschool through first grade. The songs featured on PBS KIDS PLAY! are designed to aid memory recall, reinforce key developmental and language themes, and encourage body movement for healthy development. Initial themes address social-emotional skills and nutrition, with titles such as, "When You Feel So Mad That You Want to Roar," "Calcium Yum Yum," and "Hydration Nation." More music tracks on other educational themes will be added on an ongoing basis.

Academic and scientific organizations have long established and demonstrated through research that music triggers mental repetition and can help reinforce recently learned topics or themes. Music creates strong memories and affinities, even prompting children to rehearse lyrics mentally or aloud long after a song is over.

Students can access the music tracks through a doorway in their "Home Room," which leads to a new "Music Room." There they can play songs in a streaming music player by simply clicking an icon. Teachers and parents will find the music

*MORE*

tracks in the new music tab under “Activity Search” in the Parents’ and Teachers’ Centers.

PBS KIDS PLAY! adapts the level of challenge based on the students’ individual learning progress in 35 skill areas, allowing them to learn at their own pace while exploring their interests. The program aligns to Common Core State Standards and McREL Benchmarks, and covers language development, literacy, math, science, social studies, healthy development and creativity, and problem-solving skills.

To learn more about the online learning program, visit

[classroom.pbskidsplay.org](http://classroom.pbskidsplay.org).

### **About Tribal Nova**

Tribal Nova is a leading developer and publisher of educational programs, games and apps for young children across several platforms. The company operates the following online learning services for young children in partnership with major media partners: PBS KIDS PLAY! (PBS), CBC Wonderworld (CBC), and Bayam (Bayard). Tribal Nova is owned by co-founders Guillaume Aniorité and Pierre Le Lann, as well as DHX Media and Bayard, both leading international producers of children’s media.

### **About PBS KIDS**

PBS KIDS, the number one educational media brand for kids, offers all children the opportunity to explore new ideas and new worlds through television, online, mobile and community-based programs. Kidscreen- and Webby-award-winning [pbskids.org](http://pbskids.org) provides engaging interactive content, including the PBS KIDS video player, now offering free streaming video accessible on computer- and mobile-device-based browsers. For more information on specific PBS KIDS content supporting literacy, science, math and more, visit [pbs.org/pressroom](http://pbs.org/pressroom), or follow PBS KIDS on [Twitter](#) and [Facebook](#).

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### **Editor’s Note:**

Several studies have shown the educational benefits of music. For more information on these studies, and a full bibliography, please contact Kristen Plemon.

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