

Introducing the MathJam CD collection - the first series of math curriculum-based music CDs in Canada

One of the top-grossing children's entertainers in North America, Judy & David, teams-up with Nelson Thomson to combine music & math

For Immediate Release

Toronto, ON, November 15, 2004 – Judy & David, the Juno award-winning stars of Treehouse TV's hit series "Judy & David's Boom Box", introduce MathJam, an original and engaging collection of songs celebrating math. Already being used in more than 2000 schools across Canada, MathJam is based on the math curriculums of kindergarten to grade two. Each song presents a core math component with a fun musical twist.

"The music in Judy & David's MathJam is highly appealing to young children. It instantly engages them and allows them to quickly grasp the concepts I am teaching," said Binny Schaefer, Banting and Best Public School, Toronto District School Board. "As a primary teacher, I know the value of incorporating music into my lessons. It improves cognitive development and spatial reasoning and it's fun - all vital elements when learning math."

Judy & David have teamed up with Nelson, one of the world's leading providers of educational products, to present kids, parents and teachers with a high-energy, interactive and zany musical approach to simple math concepts and math vocabulary. Part of the MathJam CD series, including MathJam K (Kindergarten math curriculum), MathJam 1 (grade 1 math curriculum) and MathJam 2 (grade 2 math curriculum), teaches kids to count, identify shapes and patterns, add and subtract and tell time through actions and songs.

"It's important we provide educators with all the tools available to make learning as interactive, easy and fun as possible," said Mike Czukar, Director of Marketing - School Division, Nelson. "Math is often a challenging subject for many students to learn, and with the abundance of research linking music and math we want to ensure that teachers have access to the best learning materials, such as MathJam."

Nelson is Canada's leading educational publisher delivering complete customized educational solutions, including books and online resources for the educational market, more than 30 interactive Web sites and a wide range of core and supplemental electronic products.

"We've enjoyed entertaining for more than a decade and have experienced first-hand the effect music has on children," said David Gershon of Judy & David. "With MathJam we've added an educational component to our repertoire that is being embraced by children, parents and educators alike."

The MathJam CDs are available online at www.judyanddavid.com or in select retail stores including Mastermind and HMV. Suggested retail price is \$15.99 CDN for each CD.

About Judy & David

Judy & David are the Juno award-winning stars of Treehouse TV's hit series "Judy & David's Boom Box". Since 1993 Judy & David have provided hip, fun-filled children's music that actively engages audience members. With 15 CDs to their credit and more than five million recordings sold worldwide, Judy & David are Canada's leading children's entertainers.

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Online high-resolution images available at: <http://judyanddavid.com/pix>