

Little Thinking Minds latest Animals *Under the Red Sea*: Must-watch Arabic video for young children

Little Thinking Minds continue to rock children's worlds, with their latest DVD release *Animals Under the Red Sea* exploring marine life in one of the most fascinating seas in our region.

Guaranteed to wow both little ones and their parents, the video is packed with stunning underwater footage, vivid animation and the usual medley of nursery rhymes, live footage, adorable children and rich Arabic vocabulary.

"I absolutely loved it", says Zeyna mother of three. "This DVD is not only enjoyable because our children love the beach and the sea but it is also very informative for parents and children alike".



Since 2005, Little Thinking Minds have been dedicated to creating engaging and educational Arabic tools for young children, and the videos on its YouTube channel have had more than 10 million views so far.

Started by two moms 8 years ago with the aim of raising their children fluent in Arabic, the Little Thinking Minds range includes DVDs, audio CDs, activity books and Apps that cover all pre-school basics from animals and shapes to colors, numbers and alphabets.



"We felt there was a dire need in the market to create something that was Arabic, educational and that reflected our rich culture and music", says Rama Kayyali-Jardaneh, Co-Founder and Managing Partner.

The team works closely with early childhood consultants to make sure the videos are educationally sound and in line with preschool education curricula in the region.

"The films are vetted by teachers and we hire consultants to help with our scripts, but the inspiration for our subject matter is derived from our target audience, young children," says Co-Founder Lamia Tabbaa-Bibi.

Little Thinking Minds have so far produced 6 video titles, 2 music albums and their Arabic for Kids App released for both IOS and Android devices. With over 50 clips to choose from and 7 full-length films, the App is a great way to have your favorite Arabic children's films with you at all times for car rides, plane rides and any downtime.

Only 2 months into its release the App has had thousands of downloads from all over the world.

"The teaching happens via videos and songs, with the former mixing hand-drawn animations with actual footage of children playing. If your children are learning Arabic, it's worth a look", says Appsplayground.com who recently reviewed the App.



Little Thinking Minds products are available in all major retail outlets in the Middle East including Virgin Megastores in the UAE, Bahrain, Cairo and Beirut, as well as retail outlets in Oman and Kuwait. Products are also found in Falcon Stores in Qatar.

In Jordan, Little Thinking Minds products can be found at Hamleys, Readers, Virgin Megastores, Titles, Early Learning Center, and Hakawati Bookshop. Little Thinking Minds also sell on-line through their website, Amazon, and Mumzworld.com. For more information please visit www.littlethinkingminds.com

