

Dear IALEI MEMBER

IALEI TEAMS WITH WIGGLES N' TUNES, a music program for preschool age children. Recognizing the importance of exposure to music for children in the preschool years, IALEI elected to endorse and recommend Wiggles N' Tunes edutainment music and movement products for use by its entertainment center members. In return, Wiggles N' Tunes is providing special discount pricing for IALEI members.

One of the hardest challenges of a FEC, or a CEC, is filling up your center during the week while most children are in school. Programming is your "best practice." You have to give the Mom and little one a reason to come to your facility, and have classes, so they have to come every week. IALEI has just partnered with a great weekday program called "Wiggles N' Tunes". This is a fun music program created for children 1 thru 5. The program has been designed to easily fit into your concept without any previous music training. The Wiggles N' Tunes program includes twelve classroom CDs, lesson plans, a set of color-coded song cards, and a teacher's guidebook complete with reproducible! All you need are some instruments and props to experience a musical journey through a carefully planned curriculum of folk songs and finger plays. Wiggles N' Tunes can be reached at 1-800-444-0507.

Wiggles N' Tunes Inc. has developed the Wiggles N' Tunes music program which is well matched to those family entertainment centers (FECs) looking to build traffic with preschool programming and mommy-and-me classes during daytime down times. Carolyn Zorn, music educator and Founder of Wiggles N' Tunes says her program is the only one on the market that meets national music education standards and is recommended by the American Library-Association's School Library Journal. Wiggles N' Tunes music program offers FECs some of the following benefits for their preschool programs:

This enrollment-based program offers EEC's a profitable way to expand programming including Wiggles N' Tunes Birthday Parties. Every program collection in the series offers a family companion CD that includes a free 20-page interactive songbook that can be personalized with a child's name, an added-value for family fun center customers.

With the Wiggles N' Tunes music program children wiggle, sing, and play along with favorite multicultural folk songs produced by an award-winning music educator with music fundamentals interwoven into each song. It is a totally self-contained program that features a "pop in the music and play" format accompanied by lesson plans and activity song cards. The music series consists of several non-sequential program collections and is easy to teach. Music lessons can be customized and the repertoire expanded with additional song cards and music collections.

Laurien Henry, chair of IALEI's Children's Entertainment Council, and first vice president of IALEI, is featuring the Wiggles N' Tunes program in her Adventure Zone EEC in Calgary Alberta Canada. She was instrumental in bringing the product to IALEI's CEC members. "I am so impressed with the creativity, quality and educational value of this program," she said. "The kids just love it — and so do I," she added. For more information, call 800-444-0507 or visit the web site at www.wigglesntunes.com

Sincerely,
Carole Sjolander
Executive Director