

PRESS RELEASE

Product Profile of *Discover English with Ben & Bella* Teaching Resource
www.teachingresourceset.com

Hamburg, November 2011 – Languages learned during the first years of life shape children’s natural language sense in a way that is not possible later. With the *Discover English with Ben & Bella* Teaching Resource, small groups of young children are introduced to a foreign language, English, in an active, lively and playful manner that mirrors the way they learn their native tongue. Using songs, chants, stories and a wide variety of games and hands-on activities, the curriculum immerses them in the English-language world of cartoon characters Ben and Bella, where learning is varied and fun.

Learning potential of young children

During the first years of life, children’s innate curiosity and intuitive imitative skills allow them to pick up their native language seemingly without effort. Scientific evidence proves that children possess their greatest learning potential during these preschool years, when the brain grows quickly and extensively. Thus this time is the optimal window of opportunity for children to acquire their first foreign language as well – as long as it is learned according to the native-language, or immersion, principle.

Immersing also means involving

Tell me and I forget. Teach me and I remember. Involve me and I learn. This famous quotation by Benjamin Franklin is especially applicable to young children, who learn their first language by hearing it, mimicking it and experiencing it in a living environment. The idea behind the *Discover English with Ben & Bella* Teaching Resource is to introduce classes of young children to English in a similar way. They acquire new words through simultaneously hearing and “seeing” them and understanding their meaning through the contexts in which they actively use them. Immersive learning does not bore or overtax children. Using this method, they discover the English language naturally, with fun and ease.

100 lessons in 20 thematic units

The *Discover English with Ben & Bella* Teaching Resource comprises 100 separate lessons, organized into 20 units, each with a specific theme. These include such general topics as “Farm Animals and Pets”, “School”, “Clothing”, “Body Parts” and “Shopping.” Each lesson begins with its scope and sequence, followed by a description of classroom materials required for that lesson and by clearly written step-by-step instructions for each aspect of the lesson. Useful tips, such as specific ideas about how to teach vocabulary, dialogues and songs, are included at the front of the teacher’s instruction book, or Lesson Plan.

All lessons include a variety of activities, both sedentary and physical ones, which helps to keep the children’s attention and to increase their pleasure in learning. Original songs and dances, chants, games involving flashcards and other props as well as exercises and stories related to the unit’s theme are incorporated into the lessons. Many games and activities learned in early lessons are repeated in later ones, saving the teacher’s instructional time. As the lessons proceed and the children become more familiar with the lessons’ games, tasks and routines, they will join in more rapidly and enthusiastically.

Contents of the Teaching Resource set

The teaching-resource set includes:

*1 hardcover Lesson Plan, 240 pages

*3 Sing & Dance DVDs presenting a total of 18 original songs

*18 soft-cover storybooks, with 16 pages each of text and full-color illustrations

|*an exercise package consisting of 130 colorful exercises, divided into 4 exercise books

*406 flashcards, each 210 x 148 mm.



Learning a new language is an undertaking that can provide a lifetime of rewards. When it is begun early, it has the best chance of success. With the *Discover English with Ben & Bella* Teaching Resource, children hear and see, say, sing, play and experience English the way they want to experience a new language. Their enjoyment in learning can only help to increase their teacher's enjoyment in teaching!

About Early Learning Group:

Early Learning Group, based in Hamburg, develops and markets entertaining educational products for children aged 2 to 7. The core product of this internationally active company is *Discover English with Ben & Bella*. This stimulating learning series consisting of books, DVDs and interactive games is based on the total immersion principle and was developed by a variety of experts on behalf of Early Learning Group. It is marketed and licensed worldwide. Early Learning Group is a wholly owned subsidiary of Splendid Medien AG, based in Cologne.

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