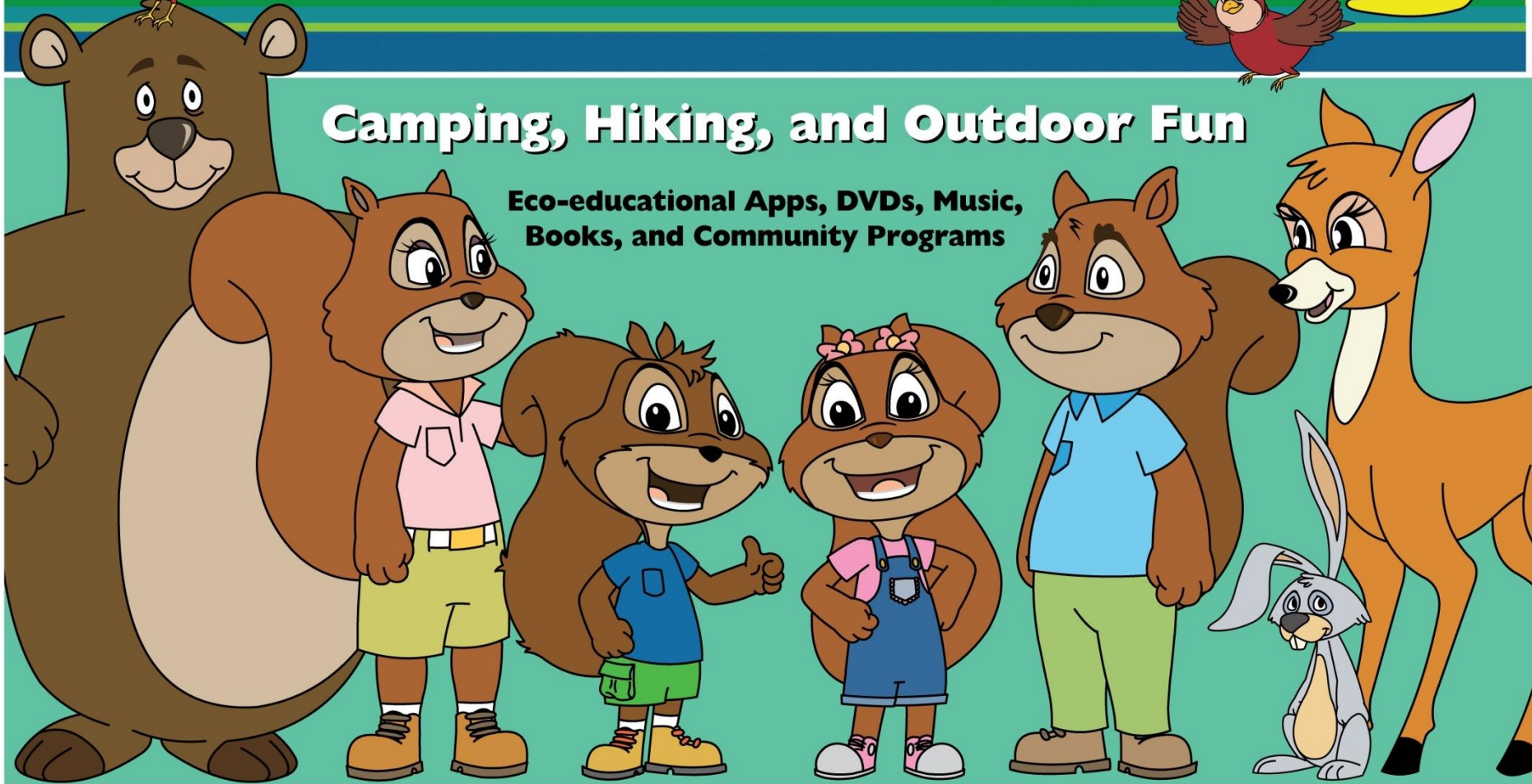


Let's Go Chipper!



Camping, Hiking, and Outdoor Fun

Eco-educational Apps, DVDs, Music,
Books, and Community Programs



www.letsgochipper.com

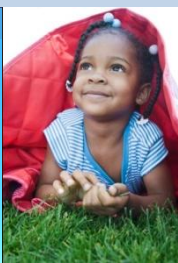
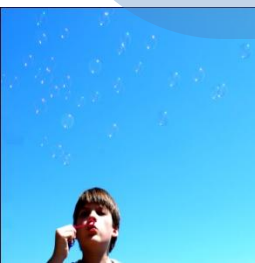


IAG Media creates, produces and distributes the next generation in family entertainment leveraging traditional, social and mobile platforms.

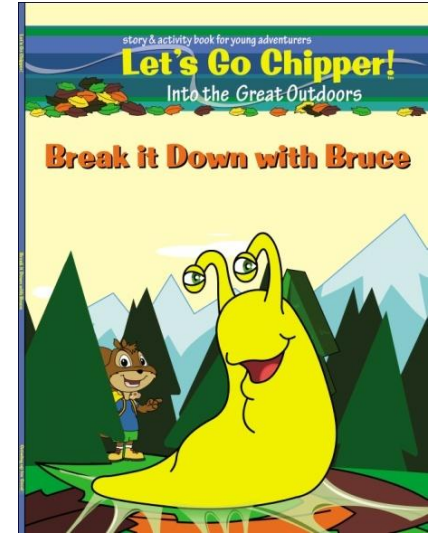
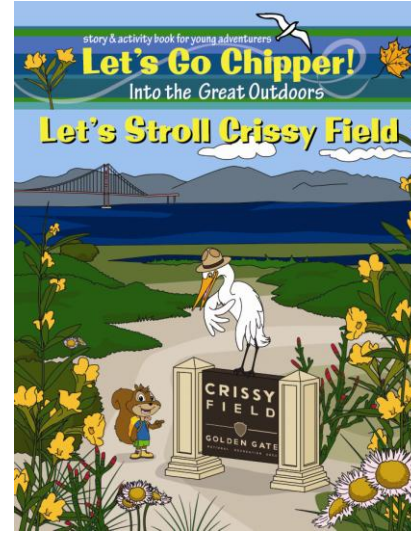
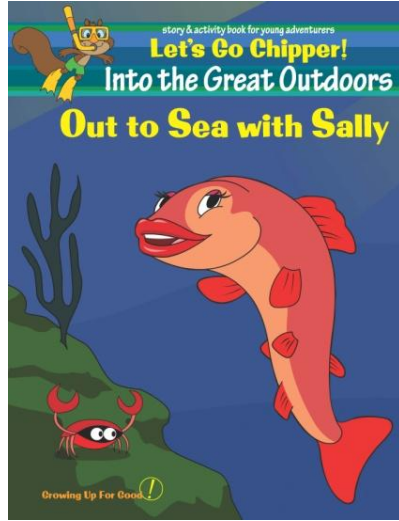
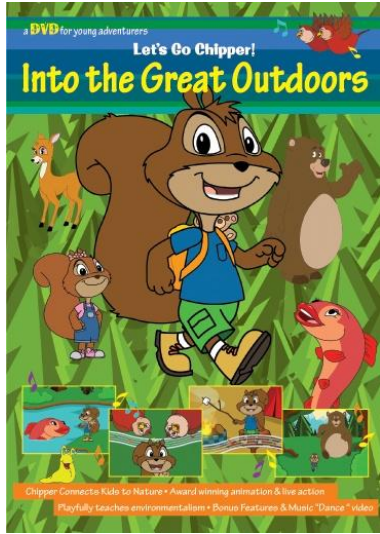
Our award-winning series, *Let's Go Chipper Into the Great Outdoors* leverages influential characters and nature-based story-telling to playfully teach children (ages birth - six years) a love and respect for nature, good character and positive life skills.

Age Two-Six: The Tipping Point

- **Birth-six years old is the most important stage of social and emotional development in a child**
- A child's optimal development, the emergence of a secure and positive identity, the ability to think critically and resolve problems, the formation of empathy and self-confidence rely on beneficial interactions with the natural world, and interactions between parent and child. (source: Child Development Institute)
- **Fact** – Empathy is noted in children as young as 18 months
- **Fact** – A 3-year-old toddler's brain is twice as active as an adult's brain
- **Fact** – A multi-sensory approach, repeating a behavior through talking, singing, playing and reading are some of the key activities that build a child's brain
- “Play is a basic instinct of all people, not just children, but has evolved into a ‘practice’ for young children today which limits the brains opportunity to develop intuitive critical thinking patterns, and the development of social and emotional connections.” (Jackie Marsh, Creativity, Culture, Education study University of Education, UK)



Products



Let's Go Chipper, *Into the Great Outdoors*, is the first direct-to-app series featuring award-winning content and line extensions including books, DVDs& CDs and merchandise that playfully teach good character, positive life skills and a love and respect for the environment.





Sally exemplifies the doting and enthusiastic mom out to empower children to “show’em whatcha got” in life.



Jasper’s enthusiasm can get the best of him and he teaches kids that we don’t always get it right the first time but keep trying.



The dynamic duo is out to keep kids on the right path in life with a song and a dance.

Let’s Go Chipper characters, products and programs engage and excite the youngest children.

Bruce approaches his life with enthusiasm; teaching children about his natural composting ways and the important relationship banana slugs have on the ecosystem.



Paisley represents an empowered girl who wants to encourage all kids to work together to affect positive change at home and in the community.



Keeping active and alert through exercise and a healthy diet is what keeps Daffodil bright eyed and bushy tailed.



Story Time with Chipper

Chipper story time events include songs, stretching, story time and role playing. Be it author Stephanie Rach, or a national Chipper Ambassador, children learn about science, relationship building, and the importance of keeping our home and communities healthy through environmental stewardship taught during playful moments.



"What a great day we had with IAG Media and Chipper! Wow, it is the "talk of the store" and the community responded very well to your Chipper books and DVD. I want to thank you again for participating and it would not have been the same without you guys. It was a super day!"

Libby DeGenerio,
Regional Marketing Manager, Berkeley

Eco-Educational & Recycled Crafts

Exploring and created crafts using natural and recycled materials is a fun way for kids to play and learn. Chipper craft activities include binoculars & butterflies from toilet paper rolls, eco-frames using “found materials” and egg-carton caterpillars plus more!



Keep Your Tail on the Trail & Lend a Hand

Movement, play and working together are sensory experiences that bring the lessons and characters from the Let's Go Chipper series to life for kids. From nature yoga to digging & planting to "chasing squirrels", Chipper gets kids active!

Chipper participates in the rehabilitation of local parks and supports the preservation of natural habitats. Chipper engages with kids as they help and play.



Through...

- Playful stories and characters
- Music & mishap
- Community Outreach & Participation

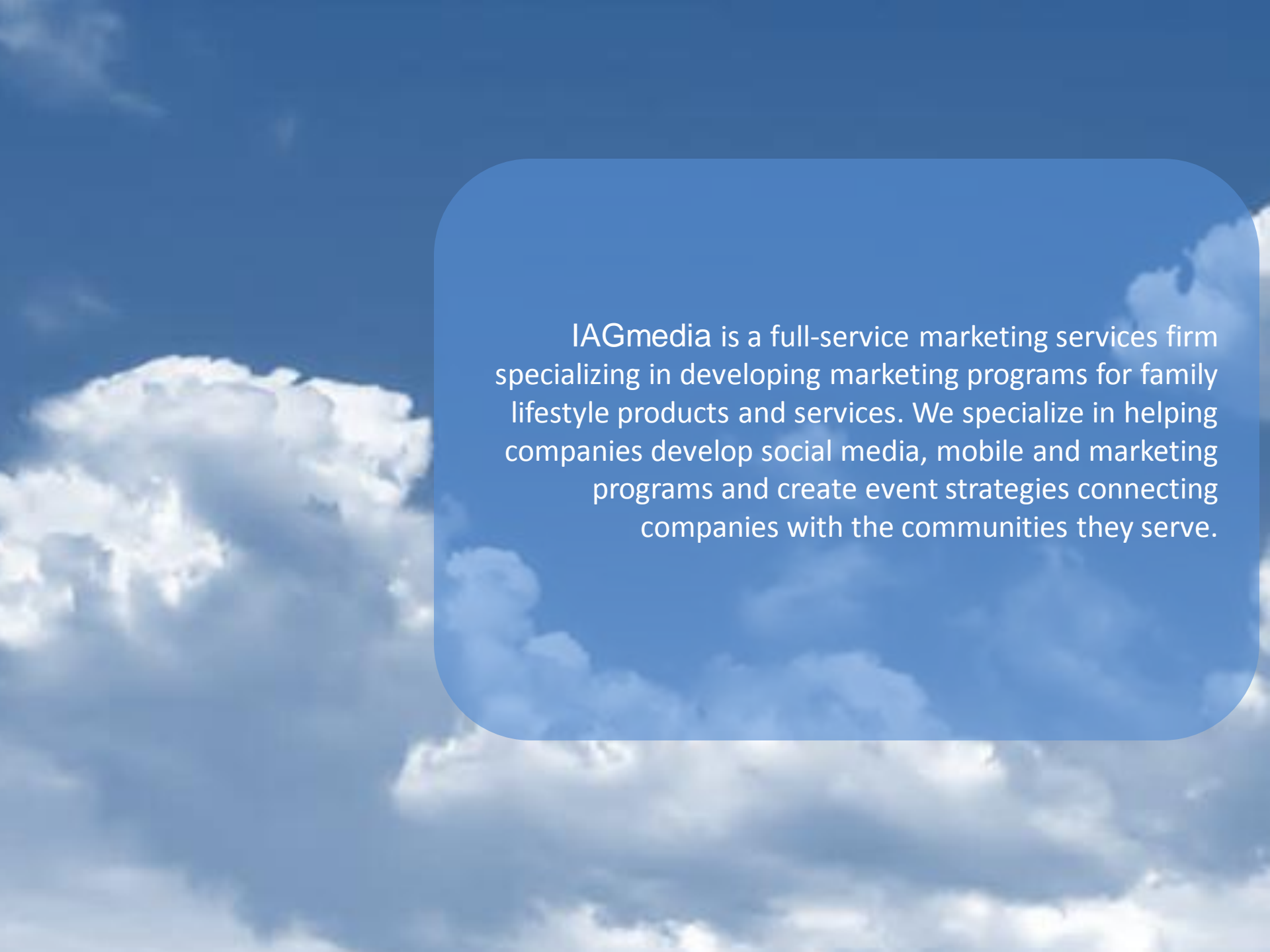
The Let's Go Chipper series, products and programs engage, excite and educate children fostering a love and respect for the environment and good character.





Thank you!

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IAGmedia is a full-service marketing services firm specializing in developing marketing programs for family lifestyle products and services. We specialize in helping companies develop social media, mobile and marketing programs and create event strategies connecting companies with the communities they serve.