



PRESS KIT

EXPERIENCE THE JOY OF LEARNING



PRESS INFORMATION

April, 2014

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www.indiegogo.com/projects/scoopy-tv-experience-the-joy-of-learning

Scoopy TV Press Kit: http://www.scoopy.tv/PressKit/Scoopy_press_kit.rar

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WELCOME

Welcome to Scoopy TV. Welcome to Scoopy TV. We want to thank you for taking the time to review Scoopy TV – the first virtual educational website aimed at providing kids from all over the world the chance to learn English in a fun, safe, and engaging environment.

Scoopy TV is currently crowdfunding capital in order to launch the full Scoopy TV website, which will offer a free and premium zone featuring Scoopy videos, games, activities, and more.

Scoopy TV is revolutionary in its format of experiential learning and was created out of a desire to:

- Bridge the gap that exists between education and technology
- Level the playing field for children around the world so every child has the chance to learn English and strengthen the skills they need to succeed
- Provide children with a fun and safe virtual world where they can have fun, learn and laugh with other kids from all over the world.

[WATCH THE SCOOPY TV DEMO VIDEO](#)

[VISIT THE SCOOPY TV INDIEGOGO CAMPAIGN PAGE](#)

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OVERVIEW

Scoopy TV is the product of Refael Productions, a leading production and animation studio that has provided international brands with animation, production, videography and editing services for nearly ten years.

Scoopy TV is an entertainment and educational platform whose goal is to provide children from all over the world the chance to learn English in a safe, fun and engaging way. Scoopy TV combines modern technology that kids understand with proven educational methods such as repetition, thematic lessons and others.

Scoopy TV seeks to create a virtual safe zone for children where they can come for entertainment and education.

Scoopy TV will offer a free zone and premium subscription zone. The free Zone will have already released videos and limited games. The premium zone will offer regularly updated videos, high resolution interactive games and activity sheets that will complement the videos and games so children can take a piece of Scoopy with them anywhere they want.

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KEY FEATURES/BENEFITS

Children between the ages of 2-8 have a heightened ability to learn new languages. Scoopy is entertaining and engaging and makes education a 'by the way' occurrence for kids.

Scoopy was developed with the help of a pedagogical linguistic consultant. Feedback analysis and evaluation was done on parents, educators and children in order to assess the educational value for educators, engagement as seen by parents and desire for more reflected by children.

Scoopy teaches important educational values beyond English such as environmental conservation, healthy nutrition and non-violence among many additional values.



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MORE ABOUT SCOOPY

The focus of Scoopy TV is to make learning English an experiential learning process. By using high quality animation and production skills and incorporating them with proven educational techniques, Scoopy is able to educate, entertain, and enrich the lives of children.

Scoopy TV was created out of a desire to provide children all over the world with the opportunity to learn English in a safe and non-threatening environment that is both simple and affordable.

WHY WAS SCOOPY CREATED

Beyond wanting to change the world by providing kids the chance to study English in a welcoming and engaging environment, the creators of Scoopy TV conceived the idea when the company's CEO, Ofira Levi, began teaching her two young daughters English. Initially Ofira tried to teach her daughters English by introducing them to American Educational Television Shows, yet even the most basic shows were too complex and not captivating enough for them to want to sit through the entire movie. Ofira realized that it was difficult for her girls to sit for an extended period of time when the educational

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video was exactly that – educational! The videos were missing entertainment, excitement and childish humor that promoted engagement and interaction.

Ofira set out to understand what would make her daughters want to learn English, and in doing so she discovered that her daughters wanted an experiential learning opportunity where they could have fun, laugh and interact with the show. Ultimately Ofira realized that her daughters didn't want to feel as though they were learning – the learning needed to be masked with humor and high quality entertainment.

And so Scoopy was created for Ofira's children and for the children of the world.

Using what she learned from her own daughters and incorporating that with the feedback and research her team performed, Ofira and the Refael Production team created the character of Scoopy – the animated 3D parrot that is fun and inviting. Ultimately it is because of the fact that Scoopy is entertaining and engaging that he is the friendliest and most effective teacher of all – he makes children want to learn!

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LOGOS



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