



Once upon a time...



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eSPECTACULARkids

Press Kit 2015





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what is spectacularkids?



We are:

- ★ The first online video library of children's shows
- ★ Pioneers in bringing children's performing arts shows online to the general public

The show starts when and where you want!



How the idea was born



- ★ We began eSpectacularKids in late 2012
- ★ We are two Italian mothers: Mariella Gambardella and Marta Grosso, the founders of eSpectacularKids
- ★ Upon arriving in Spain with our young girls, we took them to shows so that they could pick up some Spanish while being entertained. However, as many parents know from their own experiences, **children love to watch shows over and over again** when they like them
- ★ Making frequent trips to see live shows can be inconvenient in terms of time and money. We looked for an alternative solution (but not a substitute) on the Internet. We were surprised to discover that **there was not an online offering of children's performing arts** and that everything was limited to cartoons, films and television series
- ★ We had a dream and we set out to make it a reality: **eSpectacularKids**



why spectacularkids?

- ★ Many families and schools look for **online entertainment that assists learning** for children's growth

Shows have immense **educational value** for:

- ★ Integral development of a person
- ★ Inspiring talent and creativity
- ★ Learning languages
- ★ Understanding other cultures in a moment as important as childhood





Why eSpectacularKids?



- ★ The lack of time, the distance to theatres or cultural centres and the price of shows can prevent parents from taking their children to see live performing arts. The same happens in schools
- ★ With the **objective** of **making the performing arts something that is consumed frequently**, eSpectacularKids takes children's shows to the digital channel, removing the time, geographic and economic barriers
- ★ eSpectacularKids presents a viable alternative to live shows: we offer continuous access to the shows in our catalogue – which is growing progressively – so we can adapt ourselves to both the financial and time needs of each family



The Videos and Educational Guides

- ★ Our video library, aimed at children between the ages of two and nine, are 5-10 minutes long and currently include magic shows, storytelling and small theatrical works, some in English and others in Spanish
- ★ We are also expanding our catalogue progressively, adding all types of performing arts such as puppetry, dance, music and circus
- ★ We attach great importance to the quality of the videos, always featuring professional artists (who act in their mother tongue) and recorded by experienced producers





The Videos and Educational Guides

- ★ We have '**Educational Guides**' to complement our videos. These guides are a tool for parents and educators to get the most out of our videos
- ★ Each guide focuses on skills and topics that the video revolves around, for example, generosity or courage. They have fun exercises and games to work on to promote emotional intelligence, empathy interpersonal relationships and positive behaviours
- ★ Upon purchasing a video, the Educational Guide is included. A new guide is added to our site each week
- ★ Currently we have a total of 45 shows, 24 in English and 21 in Spanish

The Online store



- ★ The eSpectacularKids website is designed and structured to meet specific objectives:
 - ★ Offer a catalogue specializing in children's performing arts
 - ★ Provide a **folio of work for the performing artists**
 - ★ Provide parents with a completely **safe, familiar and innovative environment**
- ★ The products come with a brief descriptive synopsis and a trailer, making it easier to choose shows depending on what you are looking for. You can also search by tags or categories to allow for fast and easy access to content according to the educational needs of each family or educator



The Online store



Some shows are free while others are sold at 1.99 euros. Children can view videos by streaming them as many times as they want for the period of a year without parents having to repay anything, as we know that kids will want to watch the videos over and over again

We now have three other offers available:

- ★ **Subscriptions:** they allow access to the complete catalogue during a selected period of time
- ★ **Theme packs:** sorted by different categories and age groups
- ★ **Gift cards:** they can be sent via email to the recipient, or they can be printed and delivered in person





Social Corporate Responsibility



- ★ Because the performing arts have an immeasurable educational value for the development of children and for their overall well-being, we aim to make our catalogue available as soon as possible in children's hospitals



eSpectacularKids in 10 points



1. eSpectacularKids.com is the first online video library of children's shows
2. The product serves as a tool to encourage kids to engage with the performing arts and develop their creativity and communication skills
3. Our objective is edutainment: fun and education at the same time for younger people
4. The shows in our video library are targeted toward children between two and nine years old
5. The shop is multilingual (English, Spanish and Italian)
6. The catalogue currently holds 45 shows, with one show added every fortnight



espectacularKids in 10 points



7. Some of our videos include educational units for parents, didactic units for educators and language guides for learning languages. A new guide is added to our site each week.
8. Accessible pricing: 1.99 euros gives you unlimited access to an individual video for a year. There are also theme packs and monthly / yearly subscriptions to the entire catalogue
9. Our shows feature professional artists who perform in their native languages. The online platform allows our artists to reach a wider audience
10. Through our online blog, monthly newsletter and social media sites, people can keep up to date with our latest updates, features and new videos

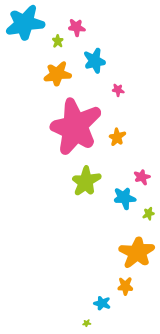


The Blog

- ★ At eSpectacularKids we also collaborate with experts from various child development fields to build a blog that serves as a support for parents. Sections include health, psychology, entertainment, education and shows
- ★ We have a section dedicated to literary reviews, where educators and a pedagogy group analyze books and offer advice to parents on reading to children
- ★ Blog in English: <http://www.espectacularkids.com/blog/en/>
- ★ Blog in Spanish: <http://www.espectacularkids.com/blog/es/>



The Management Team



Mariella Gambardella
Co-Founder

Mariella Gambardella: Co-Founder

★ Responsible for Marketing and Communications
Professional with more than 10 years international experience. She has managed the marketing and communications for hotel and fashion brands and has worked in various public relations agencies



Marta Grosso
Co-Founder

Marta Grosso : Co-Founder

★ Responsible for Product Management
8 years of work experience as a Product and Licensing Manager in the publishing world on an international scale where she maintained a direct relationship with leading licensors, amongst who are the world's giants of children's entertainment



Contact details



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