kids travel brochure examples Study Guide

Kids travel brochure examples serve as inspiring tools for travel agents, tourism boards, and parents alike who aim to make travel exciting and accessible for children. These brochures are carefully designed to capture young travelers? imaginations, provide essential information in a fun and engaging way, and encourage families to explore new destinations together. In this comprehensive guide, we will explore various kids travel brochure examples, highlighting their key features, creative design elements, and effective strategies that make them stand out. Whether you?re creating a brochure for a family-friendly resort, a theme park, or a travel agency specializing in kid-centered experiences, understanding what makes a compelling kids travel brochure is essential.

Understanding the Importance of Kids Travel Brochure Examples

The Role of Visuals and Design

Kids are naturally drawn to colorful, vibrant visuals. Brochures targeting young audiences utilize:

- Bright and appealing color schemes
- Fun illustrations and cartoons
- Photographs of children enjoying activities

Visuals serve to spark curiosity and make the destination feel approachable and exciting.

The Power of Engaging Content

Effective brochures balance visuals with simple, engaging text that:

- Uses age-appropriate language
- Highlights fun activities and attractions
- Provides clear information on safety and amenities

This combination encourages children to dream about their adventure while reassuring parents about the practicality.

Inspiration for Travel Marketers and Parents

Studying kids travel brochure examples offers:

- Creative ideas for marketing campaigns
- Insights into what appeals to children and families
- Strategies to build trust and excitement around travel experiences

Key Features of Effective Kids Travel Brochure Examples

Colorful and Playful Design

Color plays a pivotal role in capturing attention. Examples often feature:

- Bright primary colors like red, yellow, and blue
- Whimsical fonts that are easy to read
- Interactive elements such as puzzles or games incorporated into the layout

Storytelling and Theme

Successful brochures often employ storytelling techniques:

- Creating a character or mascot to guide children through the brochure
- Using themes like pirates, superheroes, or explorers to tie the content together
- Presenting destinations as adventures waiting to happen

Clear and Concise Information

While fun is vital, clarity is also essential:

- Brief descriptions of attractions
- Easy-to-understand icons for facilities (restrooms, food options, etc.)
- Contact details and booking information prominently displayed

Interactive and Engaging Elements

Examples often include:

- Coloring pages or puzzles
- QR codes linking to videos or virtual tours
- Stamps or stickers as souvenirs or engagement tools

Popular Kids Travel Brochure Examples and Their Features

Example 1: Disney?s Destination Brochure

Disney is renowned for creating engaging promotional materials targeted at families and children. Their brochures often feature:

- Vivid character illustrations of Mickey Mouse, princesses, and heroes
- Storylines that highlight magical experiences
- Colorful maps with animated icons
- Information on kid-friendly accommodations and dining options

The Disney brochure example demonstrates how branding and storytelling create a compelling visual narrative that appeals to children?s fantasies.

Example 2: National Park Adventure Brochure

This type of brochure focuses on outdoor exploration and nature discovery:

- Bright photographs of wildlife and scenic landscapes
- Fun facts about animals and plants
- Interactive checklists for kids to track their adventures
- Safety tips presented in an engaging way (e.g., ?Always stay close to your guide!?)

It combines educational content with playful design to inspire young explorers.

Example 3: Theme Park Guide for Kids

Theme park brochures often showcase:

- Colorful maps highlighting rides and attractions suitable for children
- Character mascots guiding children through the brochure
- Mini-games or riddles related to park attractions
- Information on height restrictions and safety measures

This example illustrates how interactivity and clear visuals help children and parents plan their visit.

Design Tips for Creating Your Own Kids Travel Brochure

Use Bright and Engaging Colors

Choose a palette that appeals to kids, avoiding dull or overly serious tones. Incorporate colors that evoke excitement and happiness.

Incorporate Fun Characters or Mascots

Characters can serve as guides, making the brochure feel friendly and relatable.

Keep Text Simple and Playful

Use short sentences, fun fonts, and playful language to communicate key messages.

Highlight Activities and Attractions Visually

Use large photos, icons, and illustrations to showcase what children can do at the destination.

Add Interactive Elements

Include puzzles, coloring pages, or QR codes to digital content to make the brochure engaging.

Prioritize Safety and Comfort Information

Ensure that safety tips, health protocols, and accessibility info are clearly presented to reassure parents.

Where to Find Inspiring Kids Travel Brochure Examples

- **Tourism Boards and Destination Websites:** Many offer downloadable brochures that showcase their family-friendly offerings.
- **Travel Agency Portals:** Agencies specializing in family travel often feature sample brochures for inspiration.
- **Design Portfolios:** Platforms like Behance or Dribbble showcase creative brochure designs from professional designers.
- **Educational Resources:** Websites that provide templates or tutorials for creating travel brochures can be helpful for DIY projects.

Conclusion

Kids travel brochure examples demonstrate the importance of combining vibrant visuals, engaging storytelling, and clear information to inspire young travelers and their families. Whether inspired by the colorful magic of Disney, the adventurous spirit of national parks, or the excitement of theme parks, these brochures serve as powerful tools to ignite curiosity and encourage exploration. When designing your own brochure, focus on creating a playful, visually appealing, and informative piece that speaks directly to children?s imaginations while reassuring parents about safety and comfort. By studying successful examples and applying best practices, you can craft compelling kids travel brochures that turn travel dreams into reality for families everywhere.

Kids travel brochure examples are a fascinating window into how travel companies and destinations craft engaging, colorful, and informative materials tailored specifically for young audiences. These brochures serve as both a fun introduction to new places and a practical guide to activities that children and their families can enjoy. When designed effectively, they inspire curiosity, stimulate imagination, and help families make informed decisions about their travel plans. In this article, we will explore various aspects of kids travel brochure examples, including their design features, key elements, effective strategies, and some notable samples that stand out in the industry.

The Importance of Kids Travel Brochure Examples

Travel brochures aimed at children are more than just colorful flyers; they are strategic marketing tools that require a careful balance between entertainment and information. They play a crucial role in:

- Capturing attention in a crowded marketplace
- Igniting curiosity about new destinations
- Providing essential information in an age-appropriate manner
- Encouraging family travel and planning

By examining different examples, travel marketers can understand what works best in appealing to children, who have unique preferences and ways of processing information.

Design Features of Kids Travel Brochures

Effective kids travel brochures share common design elements that make them appealing and easy to navigate.

Colorful and Vibrant Visuals

Children are naturally attracted to bright colors and lively images. Brochures often feature:

- Bright primary colors (reds, blues, yellows)
- Eye-catching illustrations and cartoons
- Photos of children enjoying activities

Pros:

- Draws immediate attention
- Creates a fun, inviting atmosphere

Cons:

- Overuse of bright colors may overwhelm or distract
- May overshadow textual information if not balanced well

Child-Friendly Layout

Layouts are designed to be simple, with large fonts and clear sections. Features include:

- Large headings and subheadings
- Minimal text per page
- Use of icons and symbols

Pros:

- Easy for children to follow
- Helps parents quickly find relevant info

Cons:

- May limit detailed information
- Needs careful balance to avoid oversimplification

Interactive Elements

Some brochures incorporate interactive features such as:

- Flaps or pop-ups
- QR codes linking to videos or virtual tours
- Games or puzzles related to the destination

Pros:

- Engages children actively
- Enhances memorability

Cons:

- Can increase printing costs
- Might complicate distribution

Key Elements of Effective Kids Travel Brochures

To be impactful, kids travel brochures should include several core elements that cater to their interests and needs.

Storytelling and Themes

Using storytelling techniques helps children connect emotionally with the destination. Examples include:

- Adventures of a cartoon character exploring the location
- Themed journeys (e.g., pirate adventure, jungle safari)

Features:

- Engages imagination
- Makes information memorable

Clear Highlight of Activities

Highlighting fun activities specific to children encourages interest. These can include:

- Amusement parks
- Zoos and aquariums
- Interactive museums
- Nature walks and outdoor adventures

Pros:

- Helps parents plan suitable activities
- Showcases the destination?s family-friendly appeal

Safety Information and Tips

Including safety tips in a simple, reassuring manner is vital. Examples include:

- Child-friendly safety measures
- Emergency contact information
- Health precautions

Pros:

- Builds trust with parents
- Ensures safety awareness

Practical Information

Providing logistical details like:

- Accommodation options
- Transportation tips
- Best times to visit
- Pricing and discounts

Cons:

- Needs to be age-appropriate and concise
- Excessive details may overwhelm children

Popular Kids Travel Brochure Examples and Case Studies

Examining successful brochures offers insight into effective design and messaging.

Disney Parks Brochures

Features:

- Vibrant images of characters and rides
- Themed storytelling (adventure, magic)
- Simple language and bright colors

Pros:

- Instant recognition and appeal
- Immersive experience even on paper

Cons:

- Can be overly promotional
- Might lack detailed logistical info

National Geographic Kids Travel Guides

Features:

- Educational content combined with fun facts
- Interactive quizzes and puzzles
- Real photographs and illustrations

Pros:

- Combines learning with fun

- Encourages curiosity and exploration

Cons:

- Less focus on promotional aspects
- May be more suitable for older children

Local Theme Park Brochures (e.g., LEGOLAND, SeaWorld)

Features:

- Focused on rides and attractions
- Uses playful fonts and characters
- Emphasizes safety and family-friendly amenities

Pros:

- Clear call-to-action for visits
- Visually appealing for children

Cons:

- Can be repetitive in design
- Might lack broader destination context

Innovative Strategies in Kids Travel Brochures

Travel marketers are continually evolving their approach to make brochures more engaging.

Incorporating Technology

- Augmented reality (AR) features that bring images to life via apps
- Interactive websites linked through QR codes

Advantages:

- Modernizes the brochure experience
- Appeals to tech-savvy children

Personalization

Some brochures feature customizable elements, such as:

- Name tags or stickers
- Tailored activity suggestions based on age or interests

Benefits:

- Makes the experience feel special
- Increases likelihood of planning a trip

Sustainability Messaging

Including eco-friendly messages and promoting responsible tourism can resonate with modern families.

Features:

- Recycled paper usage
- Eco-tours and conservation activities

Pros:

- Aligns with values of environmentally conscious families
- Enhances destination?s image

Conclusion: The Future of Kids Travel Brochure Examples

Kids travel brochures exemplify the art of blending fun, education, and practical information. As technology advances, future brochures are likely to incorporate more interactive and personalized elements, making the travel planning process an adventure even before the trip begins. The most successful examples will continue to prioritize bright visuals, storytelling, safety, and engaging content that appeals to both children and their parents. By analyzing existing examples and

adopting innovative strategies, travel destinations and companies can craft compelling brochures that inspire the next generation of travelers and create memorable experiences long before the journey starts.

QuestionAnswer What are some key features to include in a kids travel brochure? A kids travel brochure should include colorful visuals, fun facts, engaging activities, easy-to-read fonts, and interactive elements to capture children's interest and provide essential travel information. How can I make a kids travel brochure both educational and fun? Incorporate interesting facts about destinations, puzzles, games, and storytelling elements alongside vibrant images and playful designs to educate and entertain children simultaneously. What are some popular themes for kids travel brochures? Popular themes include adventure and exploration, fantasy worlds, animals and wildlife, space adventures, and cultural festivals, all designed to spark curiosity and excitement. How do I design a kid-friendly layout for a travel brochure? Use bright colors, large headings, simple language, fun illustrations, and clear navigation cues. Incorporate interactive sections like quizzes or coloring areas to keep kids engaged. What are some effective ways to promote safety in a kids travel brochure? Include safety tips, emergency contact information, and age-appropriate precautions presented in a friendly and reassuring tone to ensure children and parents feel secure. Can you give examples of engaging content to include in a kids travel brochure? Examples include fun quizzes about the destination, cartoon maps, sticker activities, fun facts about animals or landmarks, and stories about local legends or characters. How important are visuals in a kids travel brochure? Visuals are crucial as they attract attention, stimulate imagination, and help children understand the destination better. Bright, colorful images and illustrations make the brochure more appealing. What digital features can enhance a kids travel brochure? Interactive elements like clickable maps, animated graphics, videos, and games can make a digital brochure more engaging and memorable for children. Where can I find inspiration for creating creative kids travel brochure examples? Explore travel agency websites, educational resources, design platforms like Canva, Pinterest boards dedicated to children?s marketing, and tourism boards' promotional materials for inspiration.

Related keywords: kids travel brochure design, children travel brochure templates, kid-friendly travel flyers, travel brochure ideas for kids, children vacation brochure samples, kids travel marketing materials, youth travel brochure examples, family travel brochure designs, kids travel promotional templates, playful travel brochure ideas

RAZ KIDS FREE DOWNLOAD

Raz Kids Free Download: Your Ultimate Guide to Accessing and Using Raz Kids Legally and Effectively

In the realm of digital learning tools, Raz Kids Free Download often emerges as a sought-after phrase among parents, teachers, and students eager to access engaging reading resources without high costs. While Raz Kids offers a comprehensive subscription service designed to improve literacy skills through interactive books and quizzes, many users look for ways to access the platform's content for free. This article provides an in-depth exploration of what Raz Kids is, the legality and risks associated with free downloads, legitimate alternatives, and tips to maximize your experience with Raz Kids without unauthorized downloads.

Understanding Raz Kids and Its Educational Value

What is Raz Kids?

Raz Kids is an online educational platform developed by Learning A-Z that provides students with access to a vast library of leveled books. The platform aims to improve reading skills through interactive features, including audio support, quizzes, and progress tracking. Its user-friendly interface makes it suitable for students from early elementary through middle school.

Benefits of Raz Kids for Students and Educators

- Personalized learning paths based on student reading levels
- Engaging multimedia content to enhance comprehension
- Progress monitoring for teachers to assess student growth
- Accessible anytime, anywhere with internet connection
- Supports diverse literacy goals and curricula standards

Is a Free Download of Raz Kids Possible?

Legitimate Access to Raz Kids Content

Raz Kids operates primarily as a subscription-based digital service. Users can access its content through its online platform or via authorized mobile apps available on Apple App Store and Google Play. Typically, the platform does not offer free downloadable versions of its entire content library outside of the subscription model.

The Myth of Free Downloads

Many websites and online forums claim to offer free downloads of Raz Kids for offline use. However, these are often:

- Unauthorized copies that violate intellectual property rights
- Potential sources of malware or viruses
- Unreliable in terms of content quality and completeness

Attempting to download Raz Kids content illegally can lead to serious legal consequences and compromise your device's security.

Legal and Safe Ways to Access Raz Kids Content

Subscription Options

The most legitimate way to access Raz Kids is through an official subscription. Schools often provide access to students via their district accounts, and parents can subscribe individually. The platform offers different plans, including:

- Monthly subscriptions for individual users
- School-wide licenses for classrooms or entire districts

Free Trials and Demonstrations

Raz Kids frequently offers free trial periods for new users, allowing access to its content for a limited time. These trials are an excellent way to explore the platform?s features without any upfront cost.

Access Through Educational Institutions

Many schools subscribe to Raz Kids on behalf of their students. If your child's school has a subscription, you can:

- Access the platform via your child's login credentials
- Use school-provided devices or home computers to log in securely

Check with your child's teacher or school administrator for access details.

Alternatives to Raz Kids for Free Reading Resources

If you're seeking free, legal ways to support reading development, consider these options:

Open Educational Resources (OER)

Numerous websites offer free leveled reading materials, including:

- Reading Rockets
- Britannica for Kids
- Storyberries

Public Domain and Free E-books

Platforms that provide access to public domain books include:

- Project Gutenberg
- Open Library
- StoryNory

Free Apps and Digital Libraries

Many educational apps and websites offer free leveled readers suitable for various age groups:

- Epic! (with free trial options)
- Starfall.com
- Oxford Owl

Maximizing Your Learning Experience with Raz Kids

How to Use Raz Kids Effectively

Even without downloading content illegally, you can maximize your experience through:

- Using the platform regularly to build reading fluency
- Encouraging students to listen to the audio and follow along
- Utilizing quizzes and comprehension questions to reinforce learning
- Tracking progress to identify areas needing improvement

Tips for Parents and Educators

- Integrate Raz Kids into daily reading routines

- Combine Raz Kids activities with traditional books and classroom activities
- Use available resources and guides to support differentiated instruction
- Stay informed about new features, discounts, and trial offers from Learning A-Z

Understanding the Risks of Illegal Downloading

Legal and Ethical Considerations

Downloading copyrighted content like Raz Kids materials without permission infringes on intellectual property rights. It can lead to:

- Legal action against infringers
- Loss of access to the platform for your account
- Financial penalties

Security Risks

Unauthorized download websites may harbor malware, spyware, or viruses that can compromise your device and personal data. Always prioritize safety and legality.

Conclusion: The Best Approach to Accessing Raz Kids Content

While the desire for a Raz Kids free download is understandable, it?s crucial to approach this platform through legal and ethical channels. Subscribing, taking advantage of free trials, and accessing content through authorized institutions ensures you support the developers and educators who create valuable literacy resources. Additionally, exploring alternative free resources can supplement your child's reading development effectively.

Remember, investing in legitimate access not only safeguards your device and personal information but also guarantees access to high-quality, up-to-date educational content that can significantly benefit learners. Always opt for legal avenues to enjoy the full benefits of Raz Kids and other educational tools, fostering a safe and enriching learning environment for children everywhere.

Raz Kids Free Download: An In-Depth Review of Accessing the Popular Reading Program

In the world of digital literacy and early childhood education, Raz Kids Free Download has become a topic of interest for many parents, teachers, and caregivers eager to provide children with engaging reading resources without the burden of subscription costs. This platform, renowned for its comprehensive collection of leveled books and interactive features, offers a compelling package for developing young readers. While the official Raz Kids service is a subscription-based platform,

many users seek ways to access its content freely through various means. In this article, we explore the possibilities, benefits, and drawbacks of downloading Raz Kids content for free, while also providing a thorough overview of what the platform offers.

Understanding Raz Kids and Its Educational Value

Raz Kids is an educational platform designed by Learning A-Z that provides thousands of leveled books, quizzes, and interactive activities aimed at improving students' reading skills. The platform is widely used in classrooms and homeschooling environments to foster a love of reading while tracking progress.

Features of Raz Kids:

- Extensive library of leveled books across various genres
- Audio support for each book to aid pronunciation and comprehension
- Quizzes and assessments to monitor progress
- Interactive activities and printable resources
- Progress tracking for teachers and parents

Educational Benefits:

- Personalized learning through leveled reading
- Development of phonemic awareness and comprehension
- Engagement through interactive features
- Easy access for teachers and parents to monitor progress

Is There a Legitimate Free Download of Raz Kids?

Official Access:

Raz Kids operates primarily on a subscription model, with paid plans offering full access to its extensive features. The company does not offer a free download of its entire platform or its proprietary content in a downloadable format outside of its app or website.

Illegal or Unauthorized Downloads:

Many websites and online forums claim to offer free downloads of Raz Kids content or the entire platform. However, these are often illegal, unsafe, and violate copyright laws. Downloading content through unauthorized sources can expose users to malware, viruses, or scams, and it undermines

the developers? rights.

Legal Alternatives to Free Downloading:

- Free Trial: Raz Kids occasionally offers a free trial period, allowing users to explore the platform without immediate payment.
- School or Library Access: Some educational institutions or libraries have subscriptions or licenses that allow students to access Raz Kids content freely.
- Open Educational Resources (OER): Many websites provide free leveled reading books similar to Raz Kids, which can be downloaded legally.

How to Access Raz Kids Content for Free Legally

While downloading the full platform is not possible without a subscription, there are legitimate ways to access some Raz Kids materials for free:

1. Free Trials and Demo Accounts

Learning A-Z periodically offers free trials to educators and parents, which include access to a subset of Raz Kids content. These trials typically last for 30 days and provide a good opportunity to evaluate the platform's suitability.

Pros:

- Full access during trial period
- No cost involved
- Ability to explore features and resources

Cons:

- Limited duration
- Requires sign-up and possibly credit card info

2. School or Library Subscriptions

Many schools and libraries hold subscriptions to Raz Kids, allowing students to access the platform free of charge through their institution.

Pros:

- Free for students and patrons
- Access to the full range of books and features
- Often includes training and support

Cons:

- Limited to institution members
- May require a login or password

3. Use of Open Educational Resources (OER)

For those seeking free reading materials similar to Raz Kids, numerous websites offer leveled books and reading resources legally and at no cost.

Popular OER Platforms:

- ReadWriteThink: Offers printable and online leveled books
- International Children's Digital Library: Provides free access to children's books worldwide
- Project Gutenberg: For classic literature suitable for older children

Pros:

- Completely legal and safe
- Wide variety of resources
- Can often be downloaded or printed

Cons:

- Not directly integrated with Raz Kids features
- May lack interactive elements

Downloading Raz Kids Content via Third-Party Sources

Some users attempt to find Raz Kids content through third-party websites that claim to offer free

downloads. While tempting, this approach is fraught with risks.

Risks and Drawbacks:

- Legal Issues: Downloading proprietary content without permission is illegal.
- Security Threats: Many such sites distribute malware, viruses, or spyware.
- Quality and Reliability: Files from unofficial sources may be corrupted or incomplete.
- Lack of Support: No official support or updates for unofficial downloads.

Conclusion:

It is strongly advised to avoid unauthorized downloads and instead utilize legal avenues such as trials, library access, or open educational resources.

Features and Benefits of Using Raz Kids

Despite the challenges in obtaining Raz Kids content for free, the platform offers numerous features that justify its subscription fee for many users:

Key Features:

- Leveled Reading System: Books are categorized from Level A to Z, catering to different reading stages.
- Audio Support: Enables students to hear fluent reading, supporting pronunciation skills.
- Interactive Quizzes: Reinforce comprehension and retention of reading material.
- Progress Monitoring: Teachers and parents can track individual and class progress.
- Engaging Content: Wide variety of genres, including fiction, non-fiction, poetry, and more.
- Accessibility: Available on multiple devices, including tablets, computers, and smartphones.

Pros:

- Comprehensive learning platform
- Supports differentiated instruction
- Encourages independent reading
- User-friendly interface

Cons:

- Requires internet connection
- Subscription costs may be a barrier for some users
- Some users report that certain features are better suited for classroom settings

Alternative Free Resources for Early Readers

For those unable to access Raz Kids, numerous free resources can help foster early literacy skills:

- Starfall: Free and paid reading activities for young children.
- Storyberries: Free online stories and picture books.
- Oxford Owl: Free ebooks and reading resources for children.
- Epic!: Offers a free trial and a selection of free books.
- Libby/OverDrive: Borrow digital books from local libraries.

These resources provide a variety of leveled and engaging reading materials suitable for early learners.

Summary: Is a Free Download of Raz Kids Worth It?

In summary, while the idea of a Raz Kids Free Download may seem appealing, it is important to prioritize legal and safe methods of accessing educational content. The official Raz Kids platform does not offer a free download outside of its subscription service, and attempting to access content through unauthorized sources poses significant risks.

Best Approach:

- Take advantage of free trials and demo accounts.
- Utilize school or library subscriptions.
- Explore open educational resources for similar content.
- Support developers by subscribing legitimately if the platform meets your needs.

Final Verdict:

Raz Kids remains a valuable educational tool for developing reading skills, but its full content and features are accessible primarily through paid subscriptions or authorized access. Parents and educators should consider the available legal options to provide children with quality reading experiences without compromising safety or legality.

In conclusion, seeking a free download of Raz Kids content is not advisable due to legal and

security concerns. Instead, leverage trial offers, institutional access, and free educational resources to support early literacy development effectively and safely.

QuestionAnswer Is it possible to get Raz-Kids for free download legally? Raz-Kids is a subscription-based platform, and official free downloads are not available. However, educators and schools may access free trials or special offers through the official website. Are there any free alternatives to Raz-Kids that can be downloaded? Yes, there are free reading apps and resources like Epic, Starfall, and ReadingIQ that can be downloaded and offer similar features for early learners. Can I find Raz-Kids APK files for free download online? Downloading Raz-Kids APK files from unofficial sources is not recommended as it may be illegal and pose security risks. Always use official channels to access educational content. Does Raz-Kids offer a free version or trial period for download? Raz-Kids offers a free trial period for new users, which can be accessed through their website or authorized educational partners. Full access requires a subscription. How can teachers access Raz-Kids resources for free? Teachers can sign up for free trials or access limited free resources through their school?s subscription or by contacting Raz-Kids for educational discounts. Is Raz-Kids compatible with tablets and smartphones for free use? Raz-Kids is accessible via web browsers and has apps for iOS and Android devices. However, full features typically require a subscription; free access is limited. Are there any free downloads of Raz-Kids content for offline use? Raz-Kids allows content to be accessed offline through its app for subscribers, but there are no free downloads available. Content access generally requires a paid account.

Related keywords: Raz Kids, Raz Kids free, Raz Kids free download, Raz Kids login, Raz Kids app, Raz Kids online, Raz Kids subscription, Raz Kids reading, Raz Kids literacy, Raz Kids platform

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