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Redan Launches New Toddler Title

Fun To Learn First Friends is a brand new multi-character title for children aged 2 to 4 years, from award winning pre-school magazine publisher, Redan Publishing Ltd

The only compilation magazine aimed specifically at the toddler market, *FTL First Friends* will champion characters from well-loved children's books like *The Very Hungry Caterpillar* and *Elmer*, alongside popular TV properties like *Abney & Teal* and *Woolly & Tig*.

Carefully designed to help adults encourage and support children's early learning steps, *FTL First Friends* will nurture and develop the naturally inquisitive natures of the littlest of learners, hand in hand with their favourite characters. Each issue will contain stories, rhymes and activities specifically aimed at fostering key learning skills, with notes to guide parents in how to inspire their children, by recording and rewarding progress and extending the activities into other aspects of their everyday lives.

A fun shaped cover, with a peephole to reveal what's inside has been designed to appeal to enquiring young minds and extra-large stickers have been created especially for little fingers. The first issue comes with a *Very Hungry Caterpillar* tea set to encourage active role play and also includes the first part of a collectable *Elmer* height chart and a *Spot* first words poster. There are *Gruffalo* Trunkis and *In the Night Garden* Goodies to be won and the chance for toddlers to see their masterpieces printed in the gallery.

Julie Jones, Joint MD said "We have been developing the *FTL First Friends* concept for some time, as the magazine needs to entertain and inspire both very young children and their carers. We've always felt there's a gap in the market for this type of high quality publication and we've worked hard to get a character line-up and content mix that feels exactly right for a title that we hope will be many readers' first ever magazine experience. We're absolutely delighted with how it looks and hope that the mixture of well-known characters and early learning skills will be a hit with adults and children alike."

FTL First Friends magazine costs £2.99. Aimed at boys and girls aged 2-4 years, it will be available from all major and independent newsagents and supermarkets from July 8th 2015.

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For further information regarding *Fun To Learn* magazines and *Redan Publishing Ltd* please contact Emily Bell on 01743 364 433 or emily@redan.com