



Press Release

Little Duck's Adventureland – Order in the World

October 2006

A new programme for early childhood mathematics education

Quack, quack, quack! Here comes Little Duck! In Little Duck's Adventureland, children between 2 ½ and 4 years old make many new discoveries about the world around them and learn basic mathematics concepts in a playful way. Prof. Preiss developed this holistic mathematics programme to meet the growing demand for high-quality early childhood education.

Adventureland

The activities in Little Duck's Adventureland take place in and around a pond, a meadow and a playground. The children become familiar with this landscape and get to know the inhabitants of Adventureland: Little Duck and her family, a sneaky fox, and a wise raven. A silly duck named Ducky Supersmart visits the children every week, and usually does everything wrong. This fantasy world appeals to the children and provides the perfect setting for a variety of games and opportunities for organised learning.

The Activities

The main aims of the programme are to enable children to recognize structure and find order in the world. Specific activities include sorting colours and two and three dimensional shapes, and ordering objects according to height or weight. Children are introduced to dice and dot representations of the numbers one to six. These topics are featured in six stories about Little Duck. The stories are available in the form of beautifully illustrated children's books. Mathematics concepts are thus taught in ways that are related to the fantasy landscape and the lives of children.

Materials and Seminars

Materials which have been specifically designed for the Adventureland programme will soon be available from our distributor, Merlin. The Numberland company is already offering further education seminars which provide teachers with background information and show how the concepts and methods can be brought to life.

A Follow-Up Programme: Numberland

When children leave Adventureland they can deepen and extend their knowledge in a follow-up programme called Numberland. Prof. Preiss's Numberland programme has been running successfully at preschools across Germany and in other European countries for the past 5 years. The Numberland concept has also spread to Asia: our partner in South Korea, DAEKYO, has been offering a version of this programme through its home school system since 2003.

We look forward to meeting you at our booth at the Worlddidac in Basel, Switzerland, 25th to 27th of October, 2006, Hall 1, booth E 83.

Further information:

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