



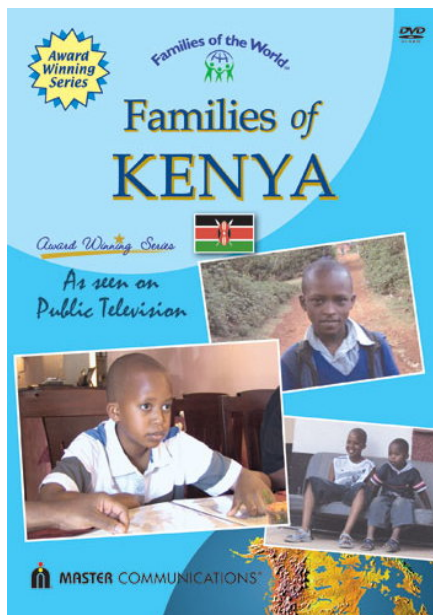
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**For Immediate Release**

## **In To Africa!**

# **All-New ‘*Families of Kenya*’ Arrives on DVD November 2, 2010**

**Newest Title in the Multi-Award-Winning  
*Families of the World* DVD Series from Master Communications**



Cincinnati, OH (September 28, 2010) – No passports needed for a fascinating trip to Kenya in the all-new ***Families of Kenya***, the latest release in the award-winning *Families of the World* series coming to DVD November 2, 2010 from Master Communications.

The series – 25 titles and growing – enables future travelers to reach across the globe and visit other people and cultures, all from a child’s point of view. Always focusing on two children from differing households, one urban, one rural, and narrated by children themselves, *Families of the World* DVDs invites viewers along through their daily routines, introducing both the similarities and differences that exist – despite living in the same country – within their individual lives.

In ***Families of Kenya*** we meet 11-year-old Prince, a sixth grader who lives in the city of Nairobi with his mother, who owns a preschool; father, a purchasing agent; and older siblings Ian and Shelby. After waking to the sound of barking dogs from next door, Prince helps with morning chores before

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heading off to school, where we sit in on a science class. After school, he rides bikes with a buddy, making sure to clean off all the dust from the road, caused by the area's years-long drought. Homework follows dinner, then it's video games before bed. During the weekend, Prince helps with the shopping, attends church with his family, and enjoys a local festival featuring tribal dances. Later he visits relatives at the seaside city of Mombasa.

Eleven-year-old John starts his day on his family's farm at five a.m., helping his parents and brother, Jeffrey, with household chores like tending to their many animals. Then it's an hour-long walk to school where he attends the seventh grade six days a week. He tells us that education is deemed very important so villages work hard to come up with the money to help the schools. He has midday dinner with his family, who close their shop at noon along with the rest of the local businesses. We are also taken on a safari tour run by John's cousin and shown the wondrous wildlife of Africa, including lions, elephants, zebras and hyenas. At night, John helps bring in the furniture from outdoors and feeds and waters the cows before heading off to bed.

School Library Journal applauds *Families of the World* as "excellent," providing "an intriguing taste of another culture." The series, which has garnered repeated acclaim and awards from Oppenheim Toy Portfolio, Parents' Choice and NAPPA (National Parenting Publications of America) as well as endorsements from KIDS FIRST! and recommendations from Dr. Toy's Children's Products, is used in classrooms around the country as a valuable tool for social studies, English language learners and cultural studies.

*Families of the World* is recommended for ages 5-11 and retails for \$29.95 each. The series features families in Afghanistan, Australia, Brazil, Canada, China, Costa Rica, Egypt, France, Ghana, Guatemala, India, Israel, Japan, Kenya, Korea, Mexico (includes Spanish and English soundtrack) and More Mexico, Panama, Puerto Rico, Russia, Sweden, Thailand, the USA, the United Kingdom and Vietnam. Each DVD includes a free PDF Teacher's Guide, which features the script, copy-ready maps, discussion and activity guides, recipes, glossaries and more. To order *Families of the World* DVDs, call 1-800-765-5885 or visit [www.familiesoftheworld.com](http://www.familiesoftheworld.com).

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Series: Families of the World  
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