World Nursery Rhyme Week Partners with Moonbug to Offer Little Baby Bum Video Content

Tuesday 25 June, 2019

World Nursery Rhyme Week, a global initiative organized by Music Bugs that promotes the importance of nursery rhymes in early childhood education, today announced a partnership with Moonbug, a global entertainment company that develops and distributes safe and fun content for children, to make five Little Baby Bum video rhymes available for free to those who have or work with children under the age of seven in November.

Little Baby Bum is one of the most popular digital properties with a global fan base of over 32 million subscribers on YouTube and more than 25 billion global views across multiple platforms. Available in 13 different languages, its videos can be accessed via a number of streaming platforms including YouTube, Netflix, Amazon and Hulu.

Ditte Lucas, head of brand at Moonbug said, “We are really excited to take part in World Nursery Rhyme Week, particularly since bringing song, dance and joy to children all over the world is what Little Baby Bum is all about. Nursery rhymes are a brilliant vehicle for stimulation of the senses, vocabulary and motor skills in children in early years and WNRW has created a great program for bringing our wonderful classic nursery rhymes to life.”

Claire Bennett, managing director of Music bugs who launched World Nursery Rhyme Week in 2013 said, “This is a very exciting collaboration with Moonbug who create gorgeous animation videos that are renowned and adored by parents and educational establishments around the world. We can’t wait to share the videos in June when we open registration and know they will be incredibly popular with everyone who takes part.”

World Nursery Rhyme Week runs from November 18 – 22, 2019. All resources are free to download. Since its launch in 2013, 3.1 million children from 67 countries have taken part in the initiative which runs in November each year.

About Music Bugs and World Nursery Rhyme Week

Founded in 2004 and franchised in 2007, Music Bugs provide sensory, play-based music and singing classes for children aged 0 – 5 years. World Nursery Rhyme Week was launched by Music Bugs in 2013 (formerly National Nursery Rhyme Week) who continue to organize and manage the initiative.

About Moonbug Entertainment and Little Baby Bum

Moonbug is a global entertainment company providing fun and safe content for children. Moonbug acquired Little Baby Bum in 2018. Moonbug develops and distributes age-appropriate content that encourages healthy values such as compassion, empathy and resilience, while teaching children fundamental life skills. The company was co-founded by media veterans René Rechtman, CEO, and John Robson, COO, and is dual headquartered in London and Los Angeles.

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