

For Immediate Release
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Wee Lions Launches *Early Learning* -- A New Digital Curriculum Learn-From-Home Program.

Could it be that something as simple as talking with your children can set them up for a lifetime of success? How forward-thinking can conversation be?

NEW YORK CITY, NY, May 21, 2021- Michelle Hsu, Chief Executive Officer of Wee Lions, announced the launch of the company’s first product release – an innovative online early learning program that ignites parent-child relationships to advance higher intelligence in all dimensions of learning. The program, called *Early Learning*, took three years to develop and delivers a research-based curriculum that integrates into the everyday life activities of parents and children, including talking, reading, playing, taking walks, shopping, and more. By aligning family activities with the *Early Learning* curriculum, parents turn daily routines and interactions with their children into impactful learning opportunities. The breakthrough approach to learning is designed to enrich parent-child relationships and deliver real-time learning opportunities beyond what may be found in structured pre-school and early elementary education curriculums.

The online *Early Learning* program launches May 21 and features 39 storybooks along with 37 companion books and 2,000 learning activities. Sample titles, which can be accessed through the *Early Learning* subscription portal include: “Flipper the Penguin Wants to Fly;” “The Ducks Will Go for a Swim;” “Millie Goes to the Groomer;” and “The Red Truck Ride.” The program is designed for three age group levels: 3-4 years-old, 4-5 years-old and 5-6 years-old. [A one-month free trial is being offered.](#)

In describing *Early Learning*, Wsu stated “We believe everyday experiences and interactions provide formulative learning experiences for young children. The missing link is providing parents with clear, simple-to-use teaching methods that bring these experiences to life for their children. By creating experiential learning opportunities within daily interactions, children become excited to learn and share on a regular basis.”

Wee Lions’ literature-aligned curriculum takes children through three years of exploratory learning. The curriculum equips children with critical thinking and relational skills to set the foundation for future learning and lifetime success. The storybooks, companion books and learning activities cover the following subject areas:

- Language and Literacy
- Arts/Creative Expression
- Science and Technology

- Sports/Health and Safety
- Social Science
- Math
- Self-Awareness/Social-Emotional
- Diversity/People and Culture
- Care for Environment
- Community Services

The *Early Learning* program launches with a one-month free trial followed by a \$10/month annual subscription fee, providing parents financial as well as timesaving relief.

The easy-to-implement *Early Learning* activities nurture a child's natural wonder and curiosity, and invite conversation, observation and inquiry that leads to discovery. According to Hsu, "Knowing that a curious mind is geared for growth, our dedicated staff of early childhood experts took proven education practices and presented them in a program that empowers parents, so their children become innovative thinkers and problem-solvers."

Wee Lions spent three years researching and completing groundwork with early childhood researchers and teachers to create and develop the curriculum, write the storybooks and companion books and customize the online learning management system. Wee Lions CEO Michelle Hsu is President of the International Academic Alliance and has spent the past 33 years in education.

About Wee Lions Early Learning

A group of early learning educators founded Wee Lions in 2018 after conducting extensive research and studies into the growth and developmental needs of preschoolers. Wee Lions was established as a response to parents' desire for a creative, comprehensive program that enriches early learning beyond what standard preschools and kindergartens offer.

Recognizing parents as a child's first teachers, Wee Lions offers a family-based program that prepares children for the world in a way that traditional school settings cannot. Studies have shown that increased parental involvement in a child's education positively influences a child's development within the home. Wee Lions is committed to providing parents with a community to help nurture intellectual curiosity, resilience, and social-emotional development in their children. To learn more visit www.weelions.org

