**Kid’s Box New Generation**: The classic course for a new generation

**Type of Course:** British and American English

**Segment:** Primary

**Hours:** 3-5 per week (120 hours extendable to 200)

**7 Levels:** Pre-A1 (Starter) – A2 (Level 6)

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**Pub date:**

* British English: Print January 2023, Digital July 2023 for use in schools from August/September 2023
* American English: Print January 2024, Digital January 2024 for use in schools from January 2024

**Components:**

*For Students:*

* Pupil’s Book with eBook
* Activity Book with Digital Pack (including Practice Extra and Learner Resources) – now in full colour

*For Teachers*

* Teacher’s Book with Digital Pack (which includes):
	+ Presentation Plus
	+ Teacher Resources
	+ NEW Test Generator (Levels 1-6)
* Flashcards (Levels: Starter-4; digital for Levels 5 & &)
* Posters (Levels: Starter-6)

**Key Features and Benefits**

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| **Customer need** | **Feature** | **Benefit/need being addressed** |
| A motivational easy-to-teach course for mid-level classes  | Fun and humour through relatable characters who grow with the learner | Learners enjoy themselves learning while having fun, while the content is presented to them in a context they understand |
| Preparation for CEQs for Young Learners | Kid’s Box New Generation follows the CEQ for YL syllabus exactly (Pre A1 Starters Levels 1 & 2; A1 Movers Levels 3 & 4; A2 Flyers Levels 5 & 6) while it is packed with exam-style activities in all components, including new ‘Exam Folders’ at the pack of each PB  | At the same time as having fun learners are constantly practising and becoming familiar with exam style-activities ensuring they’re as well prepared as possible when exam time comes. The aim of Kid’s Box is a celebration of learning and knowledge as it is with the CEQs. |
| Primary specific, flexible and easy to access digital learner support | Practice Extra on Cambridge Onewith motivational learning path, specially written bite-size activities (i.e. different to those found in PB and AB), games, videos and more | Learners are engaged and encouraged to keep improving |
| Easy access teaching resources and learning management tools | Teacher’s Digital Pack on Cambridge Onewith data tools providing actionable insights and learning resources all in one place | Easy, multi-device access for an upgraded experienceTeachers can track progress, measure success and drive results |
| A rich, motivational audio-visual package | Kids Box New Generation is packed with almost 300 new videos with up to 5 per unit (including story animations, grammar animations, sounds and spelling CLIL videos and song karaoke’s) all now easily accessible in Cambridge One | Creating an engaging and motivational learning experience in the classroom (through Presentation +) and at home (through Practice Extra and eBook) |
| A new edition that maintains what customers loved about the previous editions  | Relatable characters that enjoy funny adventures; fun and catchy songs and chants; interactive projects and activities; authentic CLIL content and extensive skills practice; a tried and tested language syllabus that follows the CEQ for Young Learners exams  | Users of the current edition won’t face the challenge of getting to grips with a new course but will find the teaching experience improved and upgraded; while today’s learners will love the contemporary look and feel of the course and above all the characters and stories. |
| A new edition that is also a significant update to the previous edition | Characters and illustrations have been redrawn throughout; increased use of photography; higher levels aged-up to reflect increasing sophistication of today’s pre-teens; brand new CLIL content and videos with a syllabus reflecting 1st language studies; brand new phonics content with videos; informed by the Cambridge Life Competencies Framework in particular social responsibility, emotional development and creative thinking | A thoroughly refreshed and engaging experience: the advantage of tried and tested structure and strong syllabus tied to a vibrant new learning environment on the page and digitally, in class and at home. |