

EARWORMS “EUROPOP” ENHANCES THE CARPOOL

Carpool Mom’s (and dads) are being encouraged to use their time in the car to boost language skills for Summer Vacations abroad.

Musical language learning company, Earworms says that if parents and their children listen to their CDs for the average journey time of twenty minutes a day, in just two weeks they could all gain enough language to get by in a foreign country.

“Ever wondered why you just can’t get that song out of your head”? The earworms learning method uses this same brain function to boost the retention of words and phrases when learning a language. It’s a well known fact that we use only a fraction of our brain power and traditional book learning is now recognised as not suiting every learner.

“Advertisers and broadcasters have used jingles and theme tunes for years to get us to associate certain messages with music, the Earworms concept work in the same way and it is a natural way to absorb language.” Comments Andrew Lodge, co-founder of the company.

“We teach our children to speak English through songs and nursery rhymes, European youngsters gain a head start by listening to English pop songs – so your children won’t even know they are learning. Learning together during carpool has plenty of advantages, not least the nice, fulfilling feeling you get as parents from actually helping your kids to learn. You can also have a bit of fun testing each other at the dinner table - and think of how much time and money you save in language courses.”

French, Italian, Spanish, Greek, German, Japanese, Russian, Portuguese and even Chinese are among the languages covered by *Earworms Learning (mbt) Musical Brain Trainer*.

Earworms embeds the language at a deeper level than rote learning: “The benefit of Earworms approach is that it develops a lexicon of language rather than knowledge of specific phrases, this helps you to understand words when used in different contexts. The right words also surface when you need them. I expect parents will spend the rest of the day muttering foreign phrases but that must be better singing Onk! Onk Zoo Pals!”

**Earworms CDs are available at: www.earwormslearning.com
...in CD or download formats**

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