

## Thomsonfly takes languages 'on board'

The low fares airline that "goes further" is offering its flight and travel bookers a brand new service. Taking 'on board' an innovative language learning programme developed by 'earworms learning' they promises to have travellers to Spain, Portugal, France, Italy, Germany, Greece and other destinations speaking the lingo in next to no time. This unique method is simple, convenient, fun and highly effective and doesn't involve learning as we know it.

Thomsonfly researched the educational market for a language learning product that was both a proven success and one that met customer needs of easiness and convenience - and hit the jackpot with earworms mbt. (Musical Brain Trainer).

How does this method work? A fresh approach to learning using the same brain function that causes us to repeat catchy tunes or 'earworms' over and over. Mimicking the way children learn just by listening, the words and phrases are repeated gently to music. The music acts as a carrier, anchoring the sounds of the words into the memory without having to concentrate.

The powerful effect music can have on memory has been used by advertisers for years in the form of annoyingly memorable jingles and sound bites. The educational potential of this concept however, has remained largely untapped.

Guy Stephenson, commercial director of Thomsonfly, said, "Communication is key to having an enjoyable travel experience – learning some of the local language before travelling means you can get the most out of your trip but also get a greater understanding of the culture by being able to converse with local people. The earworms system makes it easy, enjoyable and fun to learn."

Earworms Learning have already caused a small sensation in the media by reaching No.1 in the USA iTunes audio book charts. With the launch of this new partnership, they can now offer this unique, musical language course directly to holidaymakers while booking their flights at a fantastic special price through [www.thomsonfly.com](http://www.thomsonfly.com).

The audio CD or MP3 download can be listened to anywhere and everywhere – while stuck in traffic, at the gym or even on the plane to your holiday destination! The Rapid Languages series covers the essentials for a holiday, looking at typical situations: taking a taxi, at the hotel, at the restaurant, requesting, shopping, polite phrases, finding your way, numbers, dealing with problems and more.

Travelling is an education in itself – and now with easy access to language learning at Thomsonfly.com, your holiday or business trip will be transformed into a more cultural, enjoyable and fulfilling experience.

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