

## IMPROVE THE APRÈS SKI WITH A GIFT OF EARWORMS!

Anyone dreaming about fresh powder snow, a holiday in the sun or a romantic city break to lift the gloom of the daily commute – would welcome an Earworms music-based language trainer in their Christmas stocking.

With Earworms, language learning is easy. Just play the CD on the journey to work or download on to MP3 player, and after a few listens key phrases and requests are embedded in your auditory cortex; ready for use spontaneously when required.

“Christmas is a popular time for people to get away,” explains Andrew Lodge, Managing Director of Earworms. “Whether it’s a day trip to a French hypermarket, a skiing holiday in Italy or a some winter sun in Egypt, people are using the festive period to have a well earned break!”

Most popular holiday destinations are included in the ‘Rapid Languages’ series which covers Italian, French, Spanish, Greek, Portuguese German and also for more exotic or business travel Russian, Mandarin Chinese and Japanese.

Volume 1 covers all the essentials including polite phrases, at the restaurant, hotel, directions, shopping, dealing with problems, ordering a drink etc, guaranteed to improve the quality of service at the bar.

This new concept adopts the lexical approach to learning, breaking the language down into ‘bite size chunks’ which the learner can mix and match as required, this is very natural even to people that struggled in the past to learn languages –it is motivating and rewarding through real rapid progress.

“It’s amazing what difference knowing a few phrases of the local lingo can make,” continues Andrew. “The gesture is very much appreciated by the locals, enriching your stay and what’s more it’s fun – which is also true of our musical learning process!”

Rhythm and verse have always been a powerful memory aid – witness the advertising industry’s jingle’s and slogans and Earworms taps into this subconscious brain function to make learning almost effortless and certainly much more enjoyable.

Available now from high street bookshops, Amazon or direct from [www.earwormslearning.com](http://www.earwormslearning.com) price £14.99 (CD and 20 page booklet) - also as MP3 download.

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