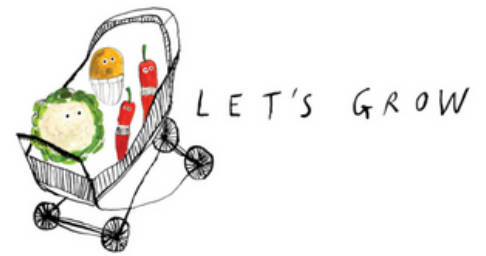


Press Release



Let's Grow: Inspiring Educators and Children through Nature and Imaginative Play

Innovative Educational Programme Launches to Inspire Educators and Children.

Let's Grow is an innovative online resource poised to revolutionise early childhood education. It takes the stress out of planning sessions by offering a wide range of flexible and versatile activities, designed to inspire educators and children, focusing on nature and imaginative play. The programme raises attainment and offers deep play-based learning opportunities while aligning with the Early Learning Goals and EYFS curriculum. Launched in the spring of 2024, Let's Grow brings joy and learning to UK settings, helping them score higher with OFSTED.

Let's Grow fosters a unique shared experience for practitioners and children through heartwarming digital film content and interactive visits from endearing fruit and vegetable characters, creating a deep emotional connection and meaningful learning. A trio of friendly gardeners, Mr. Bloom (from CBeebies) and the Let's Grow Nannies, Bob and Flo, immerse children in a world of gardening and nurture through engaging video calls and interactive sessions. Fruit and vegetable babies, created by practitioners from fresh produce, become integral parts of the learning experience, fostering personal, social, and emotional development, communication, language, and self-regulation skills.

Press Contact:

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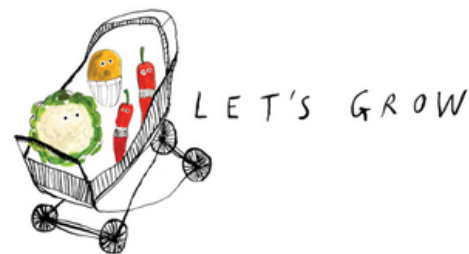
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Let's Grow brings to life an irresistible world of funky allotments and adorable baby fruits and vegetables. Children assist the Let's Grow characters while engaging in imaginative play, exploring themes of gardening, growing, nurturing, diversity and inclusion. Through Let's Grow, they develop self-respect and environmental awareness while learning valuable skills through playing and exploring, active learning, creating, and thinking critically. A music component further enhances learning, bringing joy to every setting.

- Launched in Spring 2024.
- Flexible, practitioner-led programme with engaging group and independent play sessions for all age groups within the EYFS.
- 28 session plans across 4 modules offer numerous opportunities for play-based learning, fostering critical thinking, problem-solving, communication, imaginative and sensory engagement.
- Get Growing Guide empowering practitioners to grow fruits and vegetables in any size outdoor space.
- Supporting healthy eating, addressing fussy eating, and promoting food and body neutrality.
- Enhanced continuous provision of ideas, songs, multimedia resources, nutritious recipes and printables.
- Interactive video calls with engaging characters.
- Accessible through a password-protected online portal.
- Free Introductory Session.
- Opportunity for marketing support, professional development and 'LIVE' training for flagship status settings.
- Tried, tested, and loved by the children and staff at Polka Dot Farm Nursery, Billericay.

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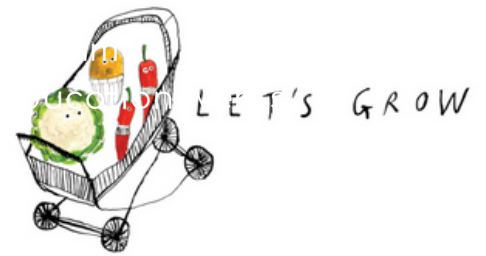
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"It does cover all the areas of the EYFS, but it's adding that extension onto it. The website is simple and useful to navigate. Let's Grow helps us teach children about the world around them. It offers so many opportunities for communication and personal, social and emotional development – it's amazing! It's part of what we do and is naturally embedded into our curriculum with what we are doing every day." - Polka Dot Farm Nursery, Billericay.

"The children benefited from the fruit & vegetable babies visiting school. It gave us an avenue for us to talk about how they felt about starting school, how they would feel more settled as they spent longer in school and got used to the surroundings." - Jo Worthy, Barden Primary School.

"In the area of physical, social and emotional development, managing feelings and behaviour scored 76% of children in line or above. This increased from 54% in the previous year. This would be a direct link to Let's Grow." - Donna Crawford – SENDco / Deputy Head Teacher, Martenscroft Nursery School

"The children could project their worries and anxieties onto the visiting baby, therefore helping them in settling into school themselves." - Natasha Willenbrook, Reception Teacher.

"The resource provides everything practitioners need to plan and deliver an array of wonderful sessions. I highly recommend Let's Grow!" - Katie Angotti, nutritionist.

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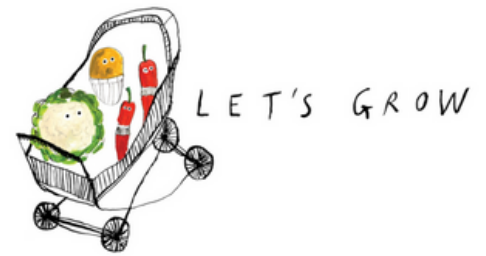
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About Let's Grow

Let's Grow is the brainchild of Mimi and Ben Faulks, who have been working in and around the early years sector for over 20 years, touring Mr. Bloom's 'LIVE' shows and working alongside companies such as Danone and the Preschool Learning Alliance. Ben is the award-winning co-creator and presenter of CBeebies' 'Mr. Bloom's Nursery' and has presented a range of other CBeebies & CBBC content including 'Mr. Bloom: Here and There', the 'Spot Bots' sketch show, and the CBeebies Presents series of plays and ballets. Ben is also the author of children's books, 'Watch Out for Muddy Puddles', 'What Makes Me a Me?' and 'Grandads Are the Greatest' and 'Grandma's Are the Greatest' published by Bloomsbury. Collaborating with leading companies in the early years sector, Let's Grow combines expertise in play-based early years education with gardening know-how, multi-media resources, and musical talent, to create an immersive learning experience for children and educators alike.

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