



Dear Parents:

We want to let you know that our team is working hard to make Noggin the best possible source of joy and learning for you and your kids — today and every day. That's why we've created Noggin Cares, a program designed to help your family learn and play together while at home.

Through Noggin Cares we are making available, **free of charge**, the following:

Free Noggin Subscription: A 90 days subscription to the Noggin app, the trusted learning service for kids. The app, developed by child development experts, is loaded with read-aloud e-books, learning games, songs, and other engaging content led by the trusted characters kids know and love.

Off-Screen Play: A weekly "[Smart Schedule](#)" will provide inspiration for off-screen, do-together ideas. The schedule is created to be your one-stop-shop for content that will help children develop big hearts, strong minds, and healthy bodies.

Health and Wellness Resources: Special content to help young children cope during this time. It also includes suggestions on how to get additional support and guidance on parenting and healthy child development.

To start your 90 days FREE subscription, follow these simple steps:

1. Enter this unique URL into your browser: www.noggin.com/noggin-cares-first-book/
2. Follow the steps to create a FREE account
3. Check your inbox for a verification email (and verify your account)
4. Download the Noggin app on your devices through the Apple App Store, Google Play Store, Amazon App Store and/or Roku
5. Open the Noggin app and tap Sign In
6. Sign in using your Noggin account email and password

We are committed to helping your family make the most of your moments together. Our characters and learning experts are on a mission to entertain and educate kids, on screen and off. We hope you enjoy your free subscription!

If you are having trouble activating your free subscription please contact us at support@noggin.com.

The Noggin Team