

The Wonderful World of Ms. Rachel

- Rachel Accurso (Ms. Rachel) is a **passionate educator** who creates research-based videos to help toddlers and their families **learn, bond, and thrive**.
- Her videos **infuse songs, games, and nursery rhymes with strategies from experts to help children reach key milestones** in the crucial early years of learning.
 - ✱ Rachel believes all children are **capable, brilliant, and important**. She loves learning from them and being around their contagious joy and wonder.
- Rachel holds **dual master's degrees in early childhood development and music education**.
 - ✱ She is an **advocate for children's rights** and works to ensure that all kids have access to high-quality early childhood education.
- Her wonderful **little boy inspired the show** and continues to inspire her work every day! Her husband and creative partner for the show is Mr. Aron, aka HERBIE!
- She is affectionately known as **"social media's coparent"** as her videos have been described as feeling less like screen time and more like a video chat with a family member.
- She has a **diverse team** and has been praised for her recurring guests, which include singers of different ethnicities and gender identities.



2.1M Followers

7B Views



4.9M Followers



11.5M Subscribers



Everybody 's Ms. Rachel!



Random House Children's
Books Highest Day One
Preordered Picture Book
Ever!!!

Parents Ms. Rachel

"She uses all the right techniques!"

—BRENDA BATISTA, Speech Therapist

"My toddler's vocabulary has expanded so much because of Ms. Rachel—and she is OBSESSED with her!"

—Lindsey, Long Island Toddler Mom and Educator

"It's huge to see my child with tracheostomy singing the songs on the show." —LinkedIn Parent

"Amazing! This program has done wonders for my child's speech!" —Facebook Parent

Our book announcement post on
Instagram garnered

2.2 MILLION views

106K likes

3.3K comments

Watch here!



Media Appearances

Playfully described as
"Beyoncé for toddlers"



Read article here!



Watch here!



Watch here!

Parents Read article here!



Watch here!

MS. RACHEL'S recent announcement of her toy line in collaboration with Spin Master received 98K likes and over 29K shares on her social media! She asked, "What toys should I make?" and received over 12K comments!



Ms. Rachel Books



Ms. Rachel—the fastest-growing phenomenon in children’s educational entertainment—brings her signature teaching style to her debut picture book! With favorite songs and language development techniques from her videos, **Ms. Rachel** asks young readers to help her find a very special surprise just for them.

With more than twenty important milestones featured—including gestures and speech—**Ms. Rachel** brings educational expertise to her debut picture book. Using key lessons from her YouTube channel and threading them into an interactive story, she shows kids and parents alike fun ways to engage and play!

Fans of **Ms. Rachel** will recognize characters and music from their favorite videos as **Ms. Rachel** guides readers through exercises like pointing and call and response. After the adventure ends, you can use the helpful tips included in the back to assist with brain and language development for your little one.

COMING 1.7.25

