**Medici for Young People**

To promote Medici to your younger cardholders, first of all you can share with them the playlist "Classical music for children": <https://edu.medici.tv/en/collections/classical-music-for-children/>

Included in this playlist are concerts, ballets and operas. Most of these operas are subtitled in English, meaning they do require some reading and would be best marketed to customers over the age of 12.

This relatively short opera has been written by a child (Alma Deutscher), and is aimed at children:

<https://edu.medici.tv/en/operas/deutscher-cinderella-version-viennoise-pour-enfants-birgit-kajtna-witolf-werner-vienna-state-opera/>

The children’s playlist also contains *Britten’s Young Person's Guide to the Orchestra*, which would be an excellent focal point for a marketing campaign.

There are a few different videos of the ballet *Cinderella* on Medici - which are fascinating for children to watch. Also, the eternal favourite *The Nutcracker* and this:

<https://edu.medici.tv/en/concerts/marin-aslop-prokofiev-saint-saens-ravel/>

During the covid pandemic, a global concert was filmed and released on Medici as a movie, with some great images from around the world that make for easy and reflective watching. <https://edu.medici.tv/en/concerts/see-me-global-concert/>