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**Using Disney's "Frozen" to motivate mathematics: bringing fractals into the classroom.**

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Summary: The movie "Frozen" took the world by storm and this global popularity of the movie and its music can be harnessed by teachers of mathematics. This article builds on the "frozen fractal" lyric from "Let It Go" to incorporate fractal geometry into primary mathematics classrooms. (ERIC)

*Classification:* G90 D40 U80

*Keywords:* fractals; movies; teaching methods