

Contact:**Nancy Holt**

Public Relations

Telephone: 760-635-3501

E-mail: PublicRelations@steps4kids.com**FOR IMMEDIATE RELEASE:*****Creative Child Magazine* names the Steps4Kids Handwriting DVD “DVD of the Year”!**

Carlsbad, CA – November 15, 2007: Two moms and their desire to help children of all abilities blossomed into **Steps4Kids, LLC**, and a “little” handwriting DVD that is turning heads as it earns coveted national honors despite having been released only five months ago. The most recent honor? *Creative Child Magazine* announced on November 12, 2007 that after reviewing over 1,000 children’s products, the Steps4Kids Handwriting DVD earned the highest honor possible for a DVD: **“DVD of the Year.”**

This 1 hour instructional handwriting DVD for children **“Steps4Kids® to Write Their ABCs”** is the company’s first commercial product but is at the top of the list of many established children’s products evaluation programs. Selected this past October by the well known **“Dr. Toy”** program as one of the **“10 Best Audio Visual Products for 2007,”** and as **“Dr. Toy’s 100 Best Children’s Products for 2007,”** the Childsafe International Corporation additionally awarded the DVD top honors including its: **“The Toy Man™ 5 Star Award of Excellence”** as well as **“The Toy Man™ Seal of Approval”**.

The Dr. Toy awards program, developed by noted child development authority Stevanne Auerbach, Ph.D. a/k/a/ “Dr. Toy” (Director of the Institute for Childhood Resources in San Francisco and author of 15 books), considers submissions from companies around the world. Dr. Auerbach selected the winning products from “100 companies across the U.S.A, Canada and other countries [**because they] provide children with exciting new learning tools to help them do better in school”** (See Dr.

Toy press release: http://www.drtoy.org/news/2007_3_press_release.html)



The ChildSafe International Corporation, an international product evaluation company, selected the **Steps4Kids® to Write Their ABCs** DVD for its Toy Man™ 5 Star award recognition, Seal of Approval and 2007 Toy Man™ Product Guide because the “Steps4Kids Handwriting DVD is **without question, a powerful must-have product** ... which we can highly recommend for home school teaching, general consumer purchase and educational industry use,” said The Toy Man’s product evaluation specialist Rev. James G.S. Fisher (a former elementary school teacher). The “**Steps4Kids Handwriting DVD has gone beyond the norm,**” he continued. (See: <http://www.thetoymanonline.com> - click “press release” for general information, or “juvenile products” for full review of the DVD).



Steps4Kids® was founded in 2005 by education advocate and attorney Lucile Lynch and occupational therapist Harmony Pyper to help children learn to handwrite. The “**Steps4Kids® to Write Their ABCs**” DVD (released July 2007) uses visual modeling, considered by many studies to be the most effective teaching method. Real footage set to soothing music shows children:



how to write upper and lowercase letters on lined paper, provides steps on how to hold a pencil correctly, uses colorful graphics to help with lower and uppercase letter recognition, introduces the letter sounds of most consonants and vowels, and also reinforces the letter sounds through the use of over 100 reading “sight” words to help with emerging literacy skills. The DVD additionally offers tips to help children avoid letter reversals and provides information on how to get free colored writing templates to help with writing practice.

“I believe all children are capable of learning,” says Lynch, “we as adults sometimes just need to learn how to teach them.” Lynch, the mother of twin boys, created the DVD prototype as a handwriting tool to help one of her sons who was born at 24 weeks (weighing only 15 ounces) and who was later diagnosed with cerebral palsy. “So many young children can focus on TV and computers but not on their classroom lessons or homework so we decided to provide instructional support that used media they enjoy.”

Lynch, a UCLA graduate, teamed up with Pyper because of Pyper's extensive experience in working with children to help them write in both the school and private therapy settings. Pyper, who has taught children to write for more than 10 years, emphasized that consistency in teaching and building on similar strokes is key for mastery of letter writing. "Our DVD enables a child to see the correct formation of the letters and the placement of the letters on lined paper. It even provides a separate track for adults with tips on how to recognize and correct common writing problems typically seen in the context of pencil grips and posture. To help keep children engaged and to make it fun, we intersperse breaks throughout the DVD to show children how to draw using the letters."

Lynch received an Award of Excellence in 2006 for her efforts on behalf of children with special needs and their families from the North Coastal Consortium for Special Education (NCCSE), a 14 school district federal consortium for special education. She currently serves on the Encinitas Union School District's Futuring Committee for Special Education and just retired as an Executive board member of the Community Advisory Committee for NCCSE. Pyper was awarded a Maternal Child Health grant for leadership training in pediatrics and graduated from the #1 ranked USC Occupational Therapy program. She also has advanced training in sensory integration, feeding and early childhood development.

The **Steps4Kids**® handwriting DVD is currently available on-line for \$19.99 at: <http://www.steps4kids.com>, and is listed in **Dr. Toy's on-line 2007 Holiday Gift Guide** and in the on-line **Toy Man™ 2007 Product Guide**. It is also available at <http://www.Christianbook.com>.



Lucile Lynch with her sons Connor and Chase, her inspirations



Occupational Therapist Harmony Pyper

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