



For Immediate Release

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FROM CRADLE TO KINDERGARTEN: SMART SITE SERVES UP DAILY ACTIVITIES

Helping Parents Keep in Step with Their Child's Growing Mind

Cincinnati, OH – Spending fun, quality play time with your child has never been easier, thanks to www.productiveparenting.com. Productive Parenting operates differently than most other family activity sites: this smart site offers parents one daily, developmental, age-appropriate activity suggestion for each child rather than making readers search the site for an activity. Membership is free and parents can choose to receive information in the way that best fits their lifestyle: either on their customized member homepage or by email. If members want other ideas, they can choose from a library of thousands of additional play activities, all designed by experts in child development to stimulate a growing child's mind.

Understanding the many demands on a family's time, Productive Parenting helps fit learning into the family's daily routine. Activities are designed to be simple, require little to no preparation, and use household items such as rulers, rocks, bowls, balls, coins, and combs, making these activities appealing to the budget-conscious as well as being child-and-parent friendly.

Experts in early childhood education have created the activities to build one on the other from infancy to age five, laying the foundation for future learning and, at the same time, enhancing lasting parent-child relationships. For more fun, the Activity Library provides thousands of additional developmental activities, beginning with simple sensory experiences for infants and progressing to more challenging activities for pre-kindergartners. Specific activities are easily located with advanced search options by age, keyword, skills learned and category. Categories include **Sensory Experiences**, **Exploring your World**, **Fun with Numbers**, **Science Adventures**, **Language and Pre-Reading**, and **Daily Living Skills**.

Activities are:

- Easy-to-access
- Provided daily on member homepage
- Age-appropriate (ages infant to 5)
- Emailed upon request
- Professionally developed
- Designed to lay the foundation for future learning and enhance parent-child relationships

The Productive Parenting team has given a tremendous amount of thought and effort into creating activities that are stimulating *and* fun for young children and their parents. David Elkind, PhD and highly-regarded author of "*The Power of Play*" says, "Play is a fundamental mode of learning that ensures the best preparation for future academic learning." Different from drills and worksheets, his concept motivated the creators of Productive Parenting to base their website model on fundamental learning activities for parent and child play.

Developed by Susan Dineen and Emily Rempe, a mother-daughter team, the site was created after Emily, mother of three preschoolers, realized how frustrating and overwhelming it was to find quality educational activities for her young children. According to Judith VanGinkle, a well-respected Professor of Pediatrics and President of Every Child Succeeds, "The activities provided through Productive Parenting promote a healthy approach to learning for children and encourage parents to play an active role in the learning process."

For more information, visit the company's website, www.productiveparenting.com



Fact Sheet

Company Name:	Productive Parenting, LLC
Mission Statement:	Productive Parenting is committed to be the premier activity resource for parents by providing fundamental activities for children from infant to the age of five, inspiring learning and contributing to the early foundation of healthy lifelong parent-child relationships.
Company Snapshot:	<p>Developed by Emily Rempe and Susan Dineen, a mother-daughter team, Productive Parenting creates and provides activities for parents of children infant to age five that engage and enrich a child's growing mind. The site was created when Emily realized how frustrating and overwhelming it was to find quality activities for her three young children.</p> <p>Different from any other known parenting web resource, the company provides parents with an easy to use website that offers a daily age appropriate activity for each child on their homepage as well as an option for customized activities to be emailed on chosen days.</p> <p>By enlisting the insights of early childhood experts, successful business minds, and other parents, the company provides a dependable source of quality activities so parents can simply have fun playing with their children.</p>
Product:	www.productiveparenting.com website
Cost:	Free
Key Product Categories:	Preschool activities, preschooler, activities, learning, education
Target Audience:	Parents of children ages infant to five years
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