



**The  
TV  
TEACHER.**

## **PRESS RELEASE**

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### **Video is New Tool in Teaching Children with Autism** *Georgia Company realizes dream, gives back*

Local Georgia mom, Susan Ellis, struggling to help her frustrated five-year-old son with Autism learn to write the alphabet, finally created her own solution. After two years of occupational therapy, she realized she must teach her son, Ryan, through the tool he responds to best: television. Together with her son's occupational therapist, Marnie Danielson, they made a three-minute video and Ryan began to write a letter in minutes!

"I videotaped Marnie reciting a rhythmic letter chant she had used in therapy before, but it was the accompanying visual demonstration that finally made the 'connection'," says Ms. Ellis. "We added props and skits to make it fun, and that's what made it a winner!"

Ms. Danielson and Ms. Ellis became business partners and created The TV Teacher, LLC™. They produced a professional DVD writing program that is now being used by parents, school systems and therapy clinics from Florida to California. "We receive the most incredible testimonials!" says Ms. Danielson. "Children with Autism, Down syndrome, ADD, etc--all struggling for years, now enjoy writing because of what we created."

"When we began our company," says Danielson, "giving back to the community was always a priority for us. We are proud to donate 5% of our last year's proceeds to great companies like Autism Society of America (ASA)." Cindy Pike, Executive Director of ASA-Greater Georgia Chapter, stated, "We are honored to be the first recipient of The TV Teacher's charity donation program. Susan and Marnie have developed an innovative product that is adorable and effective—it's sure to benefit many children."

"ASA's Greater Georgia Chapter has been a terrific supporter of our Alphabet Beats videos," says Ms. Ellis. "This year, ASA-GGA began a new conference called 'Autism 101' for parents receiving the initial diagnosis of Autism for their children. It's a great resource opportunity that I wish was available when my son was first diagnosed. We hope this money will help support this project and others the chapter is organizing. As The TV Teacher grows, we look forward to helping more charities in the future."

To see a demonstration of their Alphabet Beats video, and appearances on NBC, CNN.com, Advance Magazine, and more, visit [www.thetvteacher.com](http://www.thetvteacher.com)