



## PRESS RELEASE

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The TV Teacher™, LLC is proud to announce its first installment of educational videos: Alphabet Beats. The video developed by Susan Ellis and Occupational Therapist, Marnie Danielson – uses a multi-sensory approach to teach children how to write the alphabet. The combination of visual writing demonstrations and auditory rhythmic chants that parallel the actual writing strokes is not only a patented fresh approach to learning, but it has been proven successful in multiple case studies.

Alphabet Beats is more than two hours in total length (but is recommended to be viewed in letter chapter increments). Each letter is presented as its own five-minute chapter that consists of individual writing exercises plus eight to ten vocabulary words. In addition, an emphasis is placed on key concepts important to pre-school and kindergarten age children: body parts, spatial concepts, shapes, opposites, cause and effect, animals, etc. Children will watch “Miss Marnie” visit the doctor, guess the weather, brush her teeth, tie her shoes, paint and trace pictures, use her imagination, express emotions, and encourage imitation and motor planning. According to Marnie Danielson co-creator of the video, “Sometimes it takes more than just constant practice to teach children how to write the alphabet. Our repetition of auditory rhythmic chants and letter formations really helps children to motor-plan correctly.”

“The auditory and visual nature of the video was the trick that made learning possible for my son Ryan,” says co-creator Susan Ellis. “It’s perfect for any child from two years of age and older.”

The TV Teacher™, LLC was co-founded by Susan Ellis and Marnie Danielson in 2005. Their first video, Alphabet Beats, was originally created in an effort to help Susan’s autistic son Ryan learn how to write the alphabet. For more information about the video and its inspiration – Ryan – log onto [www.tvteachervideos.com](http://www.tvteachervideos.com).

Marnie Danielson, MHSOTRL has a B.S. in Occupational Therapy from the University of Florida and a Master’s of Health Science from the University of Indianapolis. In her more than 10 years of experience, she has won the Hollis Sammons Research Award and been published in multiple publications including Advance Magazine and American Journal of Occupational Therapy Students. She now owns Building Blocks Pediatric Therapy, Inc. – a private clinic located in Marietta, Georgia – where she pursues her love of therapy and helps children with special needs and their families. In addition to her clinic and on-screen debut in Alphabet Beats, you can find “Miss Marnie” lecturing at conferences, schools and local parent support groups. She is certified in infant massage, therapeutic music listening, and Samonas™ Music. She currently works with teachers, fellow therapists, and students teaching sensory integration and sensory integration dysfunction.

Susan Ellis also graduated from the University of Florida with a BS in Accounting. For more than 10 years she worked for large business corporations in many different roles from Accounting, to Sales, to Operations Planning, to Global Computer Integration, and Consulting. When her first son Ryan was 2 years old, Susan took early retirement and entered the demanding role of “stay at home mom.” Susan contributed her talents to the Alphabet Beats video mainly behind the scenes as the Producer, Writer, and Director.