



## **Program to help Autism, ADD & Down Syndrome-- now available in Canada!**

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**The TV Teacher, LLC™**, creator of the award-winning program, *Alphabet Beats™*, announces that its handwriting program is now available in Canada.

The multi-sensory program was created by Susan Ellis, a mother of a child with Autism, and her son's occupational therapist, Marnie Danielson. Ms. Ellis' son, Ryan, struggled with learning to write the alphabet for years, despite using all the programs and theories available. Finally, Ellis realized she could motivate her son by using the tool he responded to best: television. Together, Ellis and Danielson made an engaging three-minute video about writing the letter "c", and Ryan began to write - within minutes!

Their discovery prompted the two to become business partners and produce professional DVD writing programs that have helped thousands of children and are amazing parents, teachers, and therapists. "In each letter chapter," says Danielson, "we use video-modeling together with a catchy rhythmic chant that children can remember. Our accompanying props and skits make it fun and keep children engaged. Visuals, rhythm, and repetition: it's the core of our programs and why they are effective. Our programs are used by "typical" children, too. But the testimonials of the children with Autism learning to motor-plan for the first time are the ones that we cherish."

"We had some wonderful distributors in Canada already. But with the addition of our newest distributor, Scholar's Choice, and their 25 retail across Canada, we will be significantly expanding into this great country," says Ellis. "Our programs have made some incredible breakthroughs for children with special needs. We are thrilled that Scholar's Choice will help make it easier and more affordable for Canadians to acquire."

"Our timing is perfect," says Pattie Dupont, Product Marketing Manager of Scholar's Choice. "The TV Teacher has created a truly unique method that kids really enjoy. And summer break is a great time for parents to help their children improve or retain their handwriting skills using a fun and effective program."

Also released earlier this month was "Number Beats™". This program focuses on writing numbers 0 through 9, as well as teaching skip counting.

The TV Teacher has been seen on CNN, NBC, CBS, FOX, *Advance Magazine for Occupational Therapists*, and more. For demo's, and a list of Canadian retail stores, visit [www.thetvteacher.com](http://www.thetvteacher.com).

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