



Georgia Children with Autism Receive Programs on Saturday– Surprise Donation

September 25, 2009 – Atlanta, GA

The TV Teacher, LLC™, in conjunction with the local Georgia chapter of the Autism Society of America (ASA), will surprise many parents this Saturday, September 26th, by donating hundreds of dollars worth of the award-winning handwriting program, *Alphabet Beats™*, for their children in need.

“The ‘Autism 101’ conference that the Georgia ASA chapter produces is a great opportunity to obtain information for helping a newly diagnosed child,” says The TV Teacher co-creator, Susan Ellis. “Our company wanted to make this potentially overwhelming situation a little easier by donating our *Alphabet Beats™* program directly to these families so they could start helping their children right away.”

The *Alphabet Beats™* DVD 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, had been struggling with learning to write the alphabet for years—despite using all the programs and theories available. Finally, Ellis realized how she could motivate her son—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 finally began to write in minutes!

Their amazing discovery prompted the two to become business partners and produce a professional DVD writing program that is now being used by parents, schools, and therapists across the country. “In each letter chapter,” says Danielson, “we use video-modeling together with a catchy rhythmic chant that children can remember. Our additional props and skits make it fun—keeping the child engaged. Even the most frustrated children are finally paying attention and motor-planning for the first time using our program.”

Cindy Pike, executive director of the Georgia ASA chapter added, “I know the *Alphabet Beats™* program well. I’ve used it with my own son and I recommend it often. I was so excited when Susan told me of their idea for this donation. This is a great way to directly help children with Autism as most of these children really struggle with handwriting.”

The TV Teacher has been seen on CNN, NBC, CBS, *Advance Magazine*, *Marietta Daily Journal*, and more. For more information, visit www.thetvteacher.com.

The Autism 101 conference will be held:

Saturday, September 26th 8:30 am-5pm

Jillian’s at Discover Mills Mall

5900 Sugarloaf Parkway

Lawrenceville, GA

Please visit www.asaga.com for more information on the conference or the Autism Society - Greater Georgia Chapter.

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