



App makes award-winning program available globally for Autism, ADD & Down Syndrome

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The TV Teacher, LLC™, creator of the award-winning DVD handwriting program, *Alphabet Beats™*, announces the launch of its 5-star rated iPad app focusing on lowercase letters.

This multi-sensory handwriting program was co-created in 2006 by Susan Ellis, a mother of two children with Autism, and occupational therapist, Marnie Danielson. It uses live writing demonstrations paired with auditory chants. “All of our engaging videos connect very well with the Autism population because they are primarily visual learners,” says Ellis. “Learning how to write is challenging for most children with special needs. Many teachers and therapists have been so amazed by the effectiveness of our program that it is being adopted in hundreds of school systems around the USA.”

Due to the reliance on a user-friendly DVD menu, the full handwriting programs are not available for downloading. “It can be quite costly to have our products shipped to other countries,” says Ellis, “That’s why we are so thrilled to have this app available to provide an inexpensive and global option.”

Co-creator Danielson adds, “As a pediatric occupational therapist, I utilize apps quite often in treatment. There are many handwriting apps available, but none that have a lasting impact to help a child write when the iPad is turned off. Our catchy rhythmic chants are what make our app unique. They will learn our chant and say it to themselves while they write the letter--even when an iPad is not around.”

The TV Teacher lowercase letters app is available for iPad devices only at this time. In addition to the full version, there is a free version where you can try letters a-d. In the Apple store, search “TV Teacher”.

For more information on The TV Teacher handwriting programs including testimonials, samples and media interviews, visit www.thetvteacher.com.

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