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KIDS REACH OUT AND TOUCH GRANDPARENTS

CHILDREN USING SMART PHOTO PHONEBOOKS

Los Angeles, CA., September 29, 2003— Floridian grandparent Susan Greenberg missed her grandson Jacob tremendously until her clever daughter and son-in-law invented a way for him to reach out to her from Los Angeles.

Like many 4-year-olds, Jacob wanted to call his grandma to tell her how much he loved her—all by himself. The problem was that while he knew his numbers, he could not read the words that identified a person's number yet.

Recognizing this key developmental level, his mom and pop inventors, Ron and Iris Solomon of Swingset Press came up with a solution and called it *My Photo Phonebook*.

“When Iris and Ron finished the prototype for the Phonebook, they sent it to me for feedback,” says Nana Greenberg. “My feedback was to stick in my photo, gift wrap the book and send it back to Jacob. He's been independently calling me ever since.”

The reason the phonebook was so effective is that it allowed Jacob to *see* the person he wanted to call—without needing to read words.

“Jacob missed my mom very much and we wanted him to learn how to call her by himself,” explains Jacob's mom, Iris. “When we saw how easy it was for him to recognize her number by pairing it with her photo we knew we'd finally found a way to keep our family connected, which is very important to us. We also realized the book had potential for helping keep children safe too.”

My Photo Phonebook has a bright, cheerful cover and includes a free page of fun stickers. With ample space for local police, fire department and pediatrician's numbers, the internal pages can also be “colored-in” by the owner. The all-important 911 number is preprinted on the first page. Not only does the book empower children to protect themselves and others in emergencies, it's also a big help to the babysitter.

Jacob's grandparents in Florida plan to thank him for all the wonderful calls they've received. “We've asked Ron and Iris to store the photo phonebook after he's finished with it. It has fantastic evergreen quality. And we're going to pull it out at his eighteenth birthday party and enjoy his first friends, kindergarten classmates and special-people memories with him all over again.”

Since its release, an earlier imprint of the book (known as *My First Phonebook*) won Dr. Toy's “Best Vacation Product” (1999, 1998), the National Parenting Center Seal of Approval (1999, 1998), the Real Life Award (1999), a NAPPA Honors Award (1998) and the Inventor's Workshop International—Great Idea Contest.

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My Photo Phonebook is priced at \$9.95 and is available nationwide in specialty toy and gift stores, or on the Internet at www.swingsetpress.com. A version for older children titled *My People: Stuff Directory* is also in wide distribution. The company can be reached at (888) 543-9366 or via e-mail at info@swingsetpress.com. **Attention Editors and Assignment Desks:** Product samples and photos are available for review. The grandparents and inventors are available for interviews. Please call the contacts listed above for further information.