

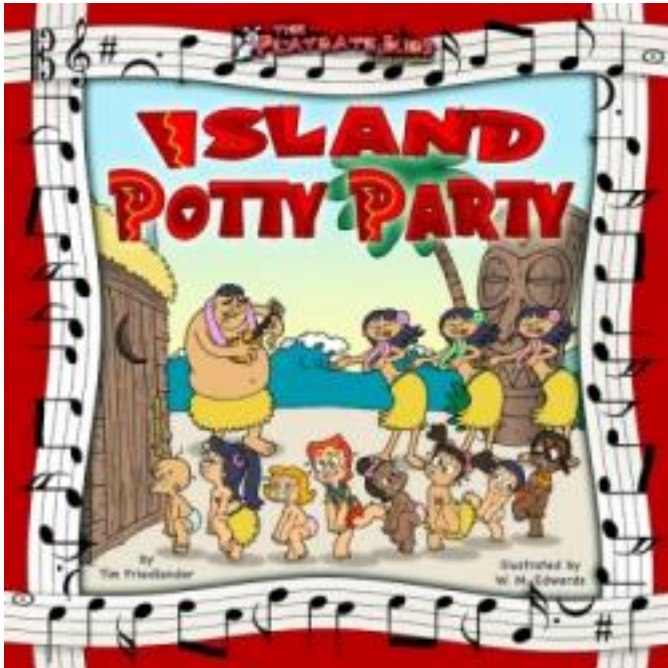
## NEW CHILDREN'S PICTURE BOOK ISLAND POTTY PARTY PROMOTES POTTY TRAINING

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Press release from: [MLC PR for Mona Loring](#)

Agency: **MLC PR**



Los Angeles, CA (July 3, 2007)— In the new Playdate Kids Publishing musical book, “Island Potty Party,” author Tim Friedlander, takes a delicate situation and balances the important how-to of toilet training with a motivating island beat proven to promote potty training in young children between the ages of 2-5. Many experts agree that parents who put pressure on potty training often sabotage their efforts by alienating the child, and that this delay can keep them dealing with diapers longer.

"I have many friends who have gone through grueling ordeals when potty training their children. I hope this book is an optimistic influence for potty trainees and potty trainers alike. The story is geared towards offering young children a boost of self-confidence about potty training all while entertaining them," says Friedlander.

Following a single character throughout the potty process, children can relate to the story of a toddler who wants to switch from uncomfortable diapers to “big kid” underwear. Concepts of privacy, hygiene and vocalization are all presented, as well as a section confirming that everyone, from mom and dad to firemen and friends, all use the potty.

The colorful island pictures keep the child interested in the story and the accompanying CD and sheet music help prepare kids for the bathroom without battles, and succeed in unifying parents and child into a team that will tackle the toilet together.

All of the Playdate Kids Publishing musical books include a CD, a simple dance routine and sheet music so children can do their own dances at home.

TITLE: THE PLAYDATE KIDS: ISLAND POTTY PARTY

AUTHOR: TIM FRIEDLANDER

ILLUSTRATOR: WILLIAM B. EDWARDS

MUSIC: TIM FRIEDLANDER  
PUBLISHER: PLAYDATE KIDS PUBLISHING  
PRICE: \$14.95  
ISBN: 978-1-933721-15-6  
PAGES: 32  
ILLUSTRATIONS: FULL COLOR THROUGHOUT  
TRIM SIZE: 10" X 10"  
AGES: 3-6  
FORMAT: HARDCOVER

For more information about Tim Friedlander, "Island Potty Party" or Playdate Kids Publishing, please contact Mona Loring of M. Loring Communications PR at: 805.231.3182 or [contact@monaloring.com](mailto:contact@monaloring.com).

-30-

The Playdate Kids go musical! New for 2007, the Playdate Kids and their Caketown friends have three rockin' sing-along adventures sure to put a giggle and a wiggle into every child. The silly, nurturing and colorful tales are universally relatable in issues such as:

- Self Esteem and Positive Self Image in The I Like Me Dance
- Personal Hygiene and Social Skills in Booger Boogie
- Potty Training and Privacy in Island Potty Party

These captivating beats will cause toe tapping and finger snapping in adults and children alike. The accompanying CDs and sheet music ensure that the fun can continue at home, in the car or even at school. With the balance of zany fun and musical motivation, the Playdate Kids are sure to make every child a winner.

And don't forget The Playdate Kids titles for kids in tough transitions! Four more books have been added to the diverse list, which aim to help children understand their emotions and feel safe within their current situations such as:

- Bad Secrets and Good Secrets in Danny's Secret
- Moving to a New Town in Danny's Moving
- Dealing with Divorce in Cosmos' Mom and Dad are Moving Apart
- Creating a Happy Blended Family in Cosmos' Blended Family
- Having a Parent in the Hospital in Dakota's Mom Goes to the Hospital
- Getting Lost...and Found in Dakota Gets Lost
- Adding a New Baby to the Family in Chloe's New Baby Brother
- Death of a Beloved Pet in Chloe Loses Her Pet

Four charismatic characters take each reader through a storyline packed with tips, tricks and tidbits to ease and explain difficult changes in language they can understand and embrace. Helpful strategies are laid out at the end of each title, as are specific play therapies designed to start a discussion necessary for emotional growth. Authored by a renowned child psychologist, the books carry the added weight of being written to American Psychological Associations standards, ensuring the advice is sound and trustworthy.

Two series, one goal: to help parents raise healthy, happy, well-adjusted children in a fun way, an entertaining way, the Playdate way!

For more information and interviews, please contact Jordyn Borczon from MLC PR at (805)217-5537 or [jordyn@monaloring.com](mailto:jordyn@monaloring.com). Please visit our website at: [www.monaloring.com](http://www.monaloring.com).

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