

MAKING FAMILY LIFE MORE FUN

Helping Mother And Child Laugh, Love And Learn...Together

(NAPSA)—One of the biggest challenges facing first-time moms is finding the time to get everything done while managing to spend quality time with their children. Experts agree that what is key to creating a unique and special bond between parent and child are laughing, loving and learning...together.

Fortunately, it's getting easier to find the opportunities to share in youngsters' early experiences, thanks to products designed with both mother and child in mind. No longer are toys just something for the little one to play with; they're interactive gadgets that inspire the imagination of both generations.

For example, the Mommy & Me brand's four "Together Time" categories of innovative, educational and interactive toys include Potty Time, Bath Time, Sleep Time and On-the-Go Time...and are designed to encourage "together time." The new products foster the brand philosophy of supporting, encouraging and inspiring, while helping to make any time the best time for parent and child.

- **Potty Time:** The Potty Training System is a combination pack designed for Mommy to help child with the Introduction, Rewards and Reminder stages of Potty Training and includes the following:

- ♥ **Potty Pal Playset.** Includes a soft Training Bear that can "use" the potty and sink within the playset that simulates a bathroom. Plush potty and sink activate sounds that entertain and reinforce potty time learning.

- ♥ **Potty Prize.** Plays encouraging and rewarding phrases for children after using the potty and washing their hands. Includes a



Working and first-time moms now have help in finding entertaining ways to spend time with their children.

Sticker Success Chart to display the child's progress.

- ♥ **Potty Bracelet.** Can be worn on the child's wrist just like a watch. Has a timer with 15-, 30- and 90-minute time intervals to adapt to the child's progress of potty training.

- **Bath Time:** When bath time is fun, little ones are more likely to enjoy spending time getting clean. Mommy & Me offers such entertaining ideas as:

- ♥ **Scrub-A-Dub Squirt Puppets.** One for big hands and one for small hands, with squirting spouts in their mouths.

- ♥ **Sort 'N Squirt Bath Boat.** Allows Mom to help child sort the four different shapes by finding corresponding openings on the sides of the boat.

- ♥ **Bath Time Island Timer.** A floating island that tells the child when bath time is over. The timer has three settings, so the child gets used to a certain amount of playtime in the bath.

Also available in the Bath Time category are Bath Time Hoops, Bath Time Fisherman, Bath Time Musician and Bath Time 1,2,3's & A,B,C's.

- **Sleep Time:** The Storytime Pirate Blankee combination pack is a huggable blankee with an interactive twist. Includes an alligator puppet, lots of flaps and activities. The sail of the pirate's ship is made from the pages of a book, plus two soft-tethered monkey dolls fit in pockets of story-book and ship.

- **On-the-Go Time:** For working moms, it can seem like it's always on-the-go time. These products help little ones take part in the comings and goings.

- ♥ **Count 'N Call Travel Time Phone.** A cell phone that teaches numbers in English and in Spanish. Can be tethered to the car seat or stroller.

- **"Mommy's Calling" Soft Driver.** Now Mommy can call her child on the phone from the front seat. Child can control the plush driver that is equipped with a mirror, lights, a radio that plays three songs, a horn, an ignition key and his or her very own cell phone.

- **Learning Adventures Laptop.** Allows little ones to take their laptop on their adventures and learn—letters, numbers, shapes, colors and animals—as they travel. Fun sound effects entertain and make learning fun.

Mommy & Me products, available exclusively at Wal-Mart, provide new ways for Mom to interact and connect with her children even at the busiest of times. To learn more, visit the Web site at www.walmart.com or www.mommyandme.com.