

If At First You Don't Succeed, Keep On Pouring!

(NAPSA)—There'll be no crying over a bottle of spilled grape juice for one family! In fact, the Keisling family of Portland, Ore. is *celebrating* their daughter's kitchen calamity, because it has won them a \$20,000 savings bond in the Bounty Messiest Moments Video Contest. Their entry showed that kids will be kids...and are guaranteed to make a mess.

The Bounty Messiest Moments Video Contest searched for America's real life kids making real big messes...and it was messes Bounty received! Louise, the two-and-half year-old star of the winning video, attempts to pour grape juice into a small teacup, but when she misses her target on her first attempt, she keeps trying, pouring most of the bottle on the floor!

"This contest was designed to show what living with kids is *really* like and to celebrate the messy experiences parents come to expect as their children learn and explore," says Tarang Amin, marketing director for Bounty. "Everyday household mishaps like the grape juice spill are something that most parents probably can relate to."

Dr. Alvin Rosenfeld, child psychiatrist, author of *The Over-scheduled Child: Avoiding the Hyper-Parenting Trap* and consultant on the Bounty Messiest Moments Video Contest, says that there is a lot to be learned from a spill and, in fact, spills and messes actually can be considered good if they're the result of a child's exploration.



"The little girl in the winning video is not intentionally trying to make a mess; she's trying to teach herself how to pour on her own," says Dr. Rosenfeld. "Being prepared with a positive attitude and plenty of absorbent paper towels like Bounty makes it easier to handle the inevitable messes that come with kids."

Dr. Rosenfeld adds that most of the messy moments captured in the videos centered around the kitchen and eating. "Almost all little children play with their food," he says. "It's their way of discovering things like taste, texture and color. To a child, pouring a drink all over a highchair tray isn't a mess, it's a fun, interesting adventure."

Additional tips can be found on www.bountyfamily.com, a Web site designed to help parents create a more relaxed environment at home where kids can learn and explore and where parents can enjoy family life even more. The winning video, along with other finalists, and information on cooking, crafts, day trips and other fun things to do with children can be seen on the Web site.

To help parents understand their children's behavior, Dr. Alvin Rosenfeld, child psychiatrist and author, has specific tips to help ensure a stronger relationship between child and parent, including:

• Take the Stress Out of Saying Yes

If you consider a child spilling misbehavior, you'll be frustrated. But, Dr. Rosenfeld says, if you prepare for messes, you'll be more inclined to say yes when your kids want to pour their own milk or paint a picture. Point out spaces in the house that are on and off limits for play and prepare a basket of must-haves for an easy clean-up, such as disinfecting spray, brooms and absorbent paper towels, like Bounty. Creating a space where it's okay to make a mess is a good way to control messes while giving kids freedom to express themselves.

• A Lesson in Messes

Life's little messes can be learning experiences for kids. Dr. Rosenfeld says you can turn spills into positive teaching times that help children grow and accept responsibility. Don't make mountains out of little messes, but instead keep your cool and explain ways to avoid the accident in the future. Model good clean-up behavior for kids and always praise a cleaning job well done!

• Make the Journey Together

When you've taken the steps to prepare yourself for everyday mishaps, you'll find your kids' activities to be much more enjoyable. Doing things together helps create bonds and positive relationships between parents and children. Through playtime activities that enthrall and engage—and a healthy dose of unstructured activity to help kids have their own exciting adventures—children will appreciate and benefit from the world of discovery at their fingertips. T