

New Potty Training “Totline” Sings Praises To Training Tots, Offers Parents Helpful Tips

(NAPSA)—Potty training can be a challenging undertaking for parents and toddlers, and this year, four million toddlers will begin the potty training process. Parents preparing for potty training may have many questions, such as when to start, what products to use, and how to keep their child motivated to succeed.

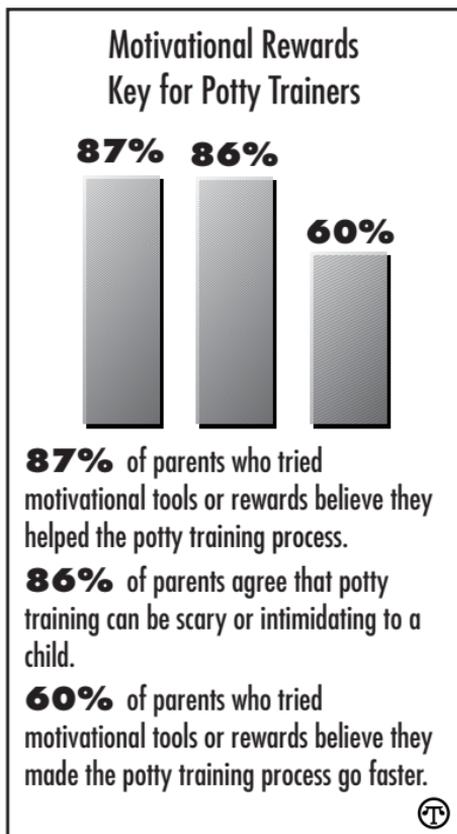
To help make potty training easier, PULL-UPS® Training Pants is introducing the Potty Training Totline. Beginning June 1, parents can call the first ever Totline at 1-877-4BIG-KID to play a motivational potty training song for their child, and to listen to a variety of training and coaching tips.

“Nearly 90 percent of parents who participated in a recent potty training study conducted by PULL-UPS® agreed that potty training can be scary or intimidating for a child,” says Carmen VanDam, PULL-UPS® Brand Manager. “That’s why we have designed the Totline to be useful and fun—it gives parents the tools they need while inspiring kids to achieve their training goals.”

The upbeat Totline song engages children with a variety of special messages to help them through potty training:

- encouraging children as they show signs of readiness;
- motivating them as they actively train;
- and congratulating them once they are successfully potty trained!

“The Totline is an excellent way to reward kids for their progress, and rewards are key motivators for potty trainers,” says Laura Bennett Murphy, Ph.D., professor of pediatric psy-



chology at Otterbein College. The recent PULL-UPS® study shows that parents agree—60 percent of parents who tried motivational tools and rewards with their toddler believe they made the potty training process go faster.

Another motivational tool coming out this summer from PULL-UPS® is new glow-in-the-dark designs, featuring Disney/Pixar’s Buzz Lightyear and Disney Princesses. Moms can reward potty training successes by turning off the lights and letting their kids enjoy the glowing designs.

For more potty training tools and reward ideas, such as progress charts, story books, games and tips from the PULL-UPS® Potty Training Partners, parents can visit www.pull-ups.com.