

## Reading To Preschoolers Is Key To Development

(NAPSA)—TV characters often inspire toys, but the toys inspired by the hit PBS KIDS weekday TV show, *Caillou* (kai-you), are more than just entertaining. They help kids learn about and prepare for the world that awaits them.



**Caillou is the four-year-old, lovable star of a hit television series that preschoolers really relate to.**

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The weekday TV series, developed as part of the PBS Ready To Learn shows, portrays a lovable four-year-old boy, who speaks and thinks like a preschooler. In the process of discovery, adventure and problem solving, he teaches kids about the world they are growing up in.

TV series producers at CINAR and PBS KIDS worked with a child psychologist to develop toys based on *Caillou* books that help preschoolers boost self-esteem, confidence and independence.

Children relate to characters they have come to trust in books they love and on TV shows that delight them. One character children may want to read all about is the star of a PBS KIDS weekday television series called *Caillou*.

Caillou information is available on the Web at [www.pbskids.org/caillou](http://www.pbskids.org/caillou) and [www.irwintoy.com](http://www.irwintoy.com).