



## Building A Better Bedtime

(NAPSA)—Setting aside a few minutes at night to bond with your child and unwind can ease nighttime anxieties and lead to a better bedtime.

### Make Bedtime Story Time

Don't make bedtime synonymous with nighttime issues like bedwetting or being afraid of the dark. Instead, make bedtime about opening your child's imagination through the magic of storytelling. To help parents and children focus on bedtime bonding, the GoodNites® brand is introducing a new nighttime storytelling series called Bedtime Theater™. The audio series of 20 five-minute bedtime stories fills each night with a new, fantastical adventure about a boy named Iggy as he embarks on wild journeys with his Wiggy Bed. The series is designed to put the focus back on what really matters at night, while teaching kids valuable life lessons.

"Bedtime is an important time for parents and children to connect, and I often recommend to families that having a regular evening routine, such as sharing a bedtime story, can reduce nighttime issues and become an important step in building your child's self-confidence," said Dr. Jennifer Trachtenberg, pediatrician and mother of three.

The audio series can be downloaded free by visiting [www.BedtimeTheater.com](http://www.BedtimeTheater.com). It also comes in specially marked packages of GoodNites Sleep Pants.

### Story Contest

Parents, children and storytellers are encouraged to visit [BedtimeTheater.com](http://BedtimeTheater.com) to enter the Iggy's Next Adventure contest by creating and sharing their own story for Iggy. Ten finalists will be selected, and the winning story will become a special audio



**Making bedtime story time helps children relax and unwind before bed.**

installment available for download. The grand-prize winner will also receive \$2,500, and 10 finalists will be awarded an MP3 player and set of speakers.

### Tips for a Successful Bedtime

Here are some tips from the GoodNites NiteLite™ Panel of parenting and medical experts to help parents boost their kids' self-confidence at night:

- Establish a routine and stick to it every night. Consistency can help eliminate bedtime struggles.
- Don't forget to tell your kids how proud you are of their accomplishments.
- Let your child know grown ups make mistakes, too; mistakes are an opportunity to learn.
- Don't try to solve all your children's problems. Guide them and give advice but let them make some decisions on their own. Learning to problem-solve is an invaluable skill.
- Make sure your children know bedwetting is not their fault and that learning more about bedwetting can help make them feel more comfortable until they outgrow the condition.

Visit [GoodNites.com](http://GoodNites.com) for more advice and compassionate support from the NiteLite Panel of trusted parenting and medical experts.