

Parents' Guide

Preschoolers' New Pal

(NAPS)—Parents may find it easier to build a child's self-esteem and confidence thanks to a four-year old TV character named Caillou (kai-you). The PBS KIDS TV character helps accomplish this goal through animated adventures, puppetry, musical numbers and documentary segments geared to the preschooler set.



This Caillou cube activity puzzle is one fun way to show preschoolers how things fit together.

Airing weekdays, *Caillou* is a Top 5 hit with kids, ages 2 to 5, as the show's star helps them make sense of the world. Caillou's vocabulary and curiosity are just like those of a child his age and his TV fans relate to his stories, adventures and life experiences.

The entertaining show encourages parent-child interaction, especially reading aloud, an activity that pediatricians say stimulates children's brain cell development. Based on a book series called *Caillou*, the show has also inspired a line of games, puzzles and toys designed by Irwin Toy for preschoolers.

Through play, children learn the skills of winning, losing and setbacks while having fun. The fun toys ignite the imagination and show that life has rules.

Caillou information is available on the Web at www.pbskids.org/caillou and www.irwintoy.com.