

# INGENIOUS IDEAS

## DEPARTMENT

### Teaching Toddlers

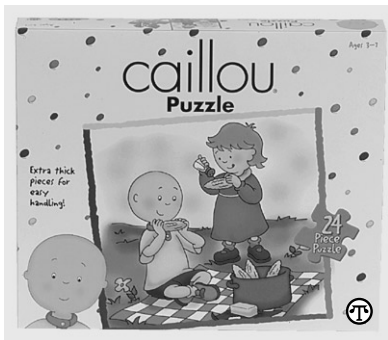
#### Skills Kids Develop Through Play & Story Time

(NAPSA)—Sharing, cooperation and taking care of themselves are important lessons for children age 2 to 5, and story time and play have important roles in helping them get ready for life.

Reading aloud to children stimulates their brain development. Toys and games can enhance fine motor skills and hand-eye coordination. Interest soars when children know and trust a character, accounting for popularity of those based on TV shows.

One new TV star with the little ones is Caillou (pronounced kai-you), a Top 5 PBS KIDS TV hit show with kids 2 to 5. The PBS KIDS show, airing weekdays, is based on a book series and now Caillou toys and games from Irwin Toy are available to bring Caillou into a child's everyday life.

Caillou is an average four year-old boy, with the vocabulary and curiosity of a child his age. The show's stories help preschoolers build self-esteem and confidence.



**Puzzles such as these can be used to teach small children valuable skills.**

Caillou puzzles and board games, plush toys and figures bring Caillou into a child's everyday life. The Caillou Discovery Game teaches preschoolers about winning and losing and the puzzles help them recognize shapes and special correlations.

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).