

# BABY BASICS

## New Video Series Promotes Baby Development

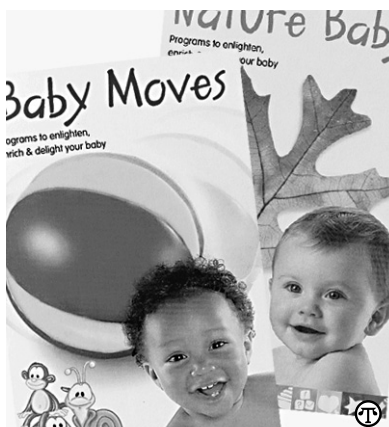
(NAPSA)—Infant development videos can have a profound impact on children.

"She constantly asks to watch the music DVD," said E. Thompson of Seattle, Washington about her daughter's desire to watch one of her new videos. "She is very into music and singing and loves to play with instruments. Since watching the video, she now wants to play the cello, trumpet and drums."

Thompson is one of a growing number of parents who have realized the value of these videos. One of the newest players in this expanding market, the Fisher-Price Baby Development Collection is a line of videos that are helping bring out their child's full potential. With the collaboration of parents and child development experts, the collection meets specific developmental needs in an educational and engaging way.

"Parents are responding so positively to these videos because they captivate their child's interest with educationally sound and relevant content while providing special feature material that is unique and helpful," explains Dr. Deborah S. Weber, Fisher-Price's play and learn specialist.

Each of the videos in the collection, distributed by Lions Gate's Family Home Entertainment, is designed to entertain and hold a baby's attention with music and beautifully filmed images of animals, babies and nature scenes while providing specific developmental benefits. The videos feature three fun and entertaining



**A popular video series invites parents to participate in fun, interactive games with their children.**

puppets as well as a 10-minute playgroup that provides activities that parents and child can do together.

"My son was enthralled with the puppets at the beginning of the DVD, he starts dancing and clapping when he sees them," stated T. Atherton of Chandler, Arizona. "Fisher-Price has definitely created a unique learning tool for my toddler."

Following the launch of Musical Baby and Baby's Day, Lions Gate and Fisher-Price are releasing two new videos in the collection—Baby Moves and Nature Baby. Baby Moves demonstrates a child's physical progress and self-discovery with a range of movement while Nature Baby introduces babies to sights, sounds and wonderful experiences from the world outside. Each of the titles is available on VHS and DVD.