

## FOR IMMEDIATE RELEASE

For more information and interviews:

Sparkabilities

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To view a 2.5 minute video about Sparkabilities

<http://www.sparkabilities.com/about>

To view a complete Sparkabilities show

<http://www.sparkabilities.com/baby2.asp>

High resolution imagery available on request



# Spark Baby's Learning With Animator Mom's Brainchild: Sparkabilities

*Worldwide Launch of Next-Generation Developmental DVDs for Birth to 3*

Dallas, TX — Savvy moms want to give their children every advantage. But how soon can you start cultivating their minds? An innovative new concept called Sparkabilities says from day one.

The brainchild of Jana Oleksinski, a Dallas mom and veteran animator, Sparkabilities is a groundbreaking developmental DVD series for babies and toddlers. Launching today, the pioneering programs — based on a birth to 3 curriculum and developmental play system, PlayWisely® — are designed to specifically engage an infant's natural instincts for developing essential learning skills. With bright graphics, captivating 3-D imagery and a charming interplay of animals, sign language and emotive faces, they're just plain fun to watch, too!

Sparkabilities departs from teaching the traditional ABC's and 123's, and instead nurtures broad-spectrum cognitive functioning. And, it's already generating word-of-mouth buzz from the critics who matter most: moms and babies.

“I put the DVD in and immediately had two 2-year-olds sitting in chairs watching,” says Hillary DeGroot, mom of twin boys. “I feel good about letting them watch Sparkabilities, because I know it is exercising their minds and teaching them colors, shapes and concepts.”

“Miles LOVES them!” declares Mom Cynthia Christnagel. “Most DVDs don't keep his attention for very long, but he absolutely loves Sparkabilities. And, I love the content, the graphics and the music.”

“Sparkabilities is so appealing because the imagery and audio are coordinated, clear and focused,” explains Oleksinski. “Babies are attentive to a singular concept without overstimulation from unrelated background noise. It is the way their developing minds seem to want information presented.”

Sparkabilities is tailored after the patent-pending PlayWisely® system, which has been recognized by cognitive scientists from Columbia University as 'transforming the field' of early childhood education. The program may prove to help children learn more efficiently during their formal education, notes Dr. Chris Comacho, director of science and research at Children's Progress (an organization rooted at Columbia and at the forefront of educational assessment).

Experts agree that fostering brain development, in particular the early critical wiring period when intervention and experience is most effective, is often overlooked. Sparkabilities is designed to incorporate the latest research on infant/toddler neuroscience into enlightening and educational entertainment.

Parents are encouraged to engage with their child while they watch the catchy programs, which introduce babies to concepts in art, math, reading, music, language, communication and emotion.

"Sparkabilities reinforces the essence of the PlayWisely® program with an exhilarating bounce to the delight of child and parent alike. While PlayWisely® builds basic learning skills, Sparkabilities extends those skills through enticing activities that strengthen learning potential through repetition," says Dr. Joseph L. Vaughan, CEO of Learning & Literacy Systems, LLC and retired professor, Texas A&M University-Commerce.

Although experts debate the amount of screen time appropriate for children under 2, many parents continue to turn to television as a flexible and creative balancing tool. Sparkabilities offers a fresh approach in that it has been designed to not only capture baby's attention, but also reinforce important lifelong skills such as attention, recognition and memory.

Educators like what they see: "Sparkabilities is a remarkable, engaging DVD for infants and toddlers that gives families and caregivers a developmentally safe alternative to TV and other baby products currently on the market," says Norma Morris, head of school at Lakeland Academy and Lakeland Montessori in Dallas.

Poised to set the standard for a new generation of entertainment for this critical developmental period, Sparkabilities is available online at: [www.sparkabilities.com](http://www.sparkabilities.com) and at select retail locations.

**About Sparkabilities:**

Jana Oleksinski is the creator and founder of Sparkabilities. She and Patty Hannan, PlayWisely® founder, have worked together to develop a revolutionary series of DVDs for babies and toddlers. Jana is a 20-year veteran of the visual effects and animation industry. Her credits include founding visual effects studio, Janimation, work on the Spy Kids movies, opening titles and graphics for Barney, as well as numerous commercial productions.

Sparkabilities Babies 1 and Babies 2 are being released this summer. Both titles were created in HD, with a BluRay release expected soon. Jana and Patty are beginning to work on concepts for the next two titles: Toddlers 1 and Toddlers 2.