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For more information:
PlayWisely

Patty Hannan
(214) 755-5626
coachpatty@playwisely.com

Shelley Pate
(469) 360-6215
shpate@yahoo.com

PlayWisely Announces International Launch of Next Generation Developmental Play System for Ages 0-3

Educational leaders from around the world share vision for revolutionary approach to wiring cognitive and motor skills during the brain's critical, early learning period

Dallas – A group of international educators and Olympic medalists gathered recently to announce the worldwide launch of a revolutionary new play system. PlayWisely engages a child's natural ability to learn and move through each stage of development during the brain's 'windows of opportunity' when learning is the most efficient and fun. A former national gymnast and NASA research participant, Patty Hannan spent 20 years developing this multi-disciplinary technique to tap into early, sensitive learning periods of infants and toddlers. The program combines cognitive and motor exercises into 30-minute classes of "serious fun."

Designed to wire essential skill foundation and ensure future brain development and body confidence – not to mention kindle the parent/child bond - the program is based on Hannan's discovery of "The Directionality Method," a patent-pending system for enhancing natural learning and movement ability. Just as athletes train basic skills and proper technique to enhance their performance, The Directionality Method defines and 'trains' the skills that are 'underneath' a child's ability to learn and move efficiently.

"We are not out to create baby geniuses but we do want to wire your baby's essential skills. So when they discover their purpose, passion or talent, they will be able to achieve their goals," said Hannan of Rockwall. "Playing has always been the first and best way to turn on and tune in early learning ability. We combine old and new ways of playing into a fun, systematic method that puts the

science behind the play to maximize each child's early developmental experience.”

The launch of the program comes at a critical time when busy parents often leave their baby in a car seat or stationary device out of convenience or because they simply don't know what activities are appropriate. And, unlike infant educational videos, PlayWisely stresses direct interaction. “We make that lab to living room connection,” said Hannan, mother of three. “We actually help parents get to know their baby better by letting them participate in all the nuances of their baby's emerging ability - not just the obvious walking and talking. Essentially, PlayWisely is a 'neurosensory training system' that develops efficient visual, auditory and movement processing ability through play.”

Educators from around the world are flocking to the program because of its remarkable effectiveness at reaching children at such a young age.

Schools from the Czech Republic and Romania have signed partnership agreements with PlayWisely to institute the curriculum in their facilities. Simona Baci, representing the Happy Kids Foundation and the International School of Cluj in Romania, jumped at the program because “education under three doesn't exist in Romania.” Baci added that the opportunity to wire essential skills at an early age could make the difference down the road for many of her country's children in an educational system that prizes achievers.

Likewise, Klara Markuciova, director of Nestilingue Montessori School, was searching for a developmental curriculum for the under 18-month set. “Even in Prague where people are very focused on early education, there was nothing available,” she said. “I tested the system and after the flash card portion of the class, the children were fresh and ready to learn more. What that tells me is that the brain has been properly stimulated.” Markuciova is lobbying to make PlayWisely the official early education program throughout the Czech Republic.

Currently, PlayWisely is being offered throughout the Dallas area at ASI Gymnastics and Montessori schools, where there is a natural connection. “PlayWisely makes a difference,” said Pam Butler, Head of The Westwood School in Dallas where the program is entering its second year. “Today's children are deprived of so much in the physical world and this program engages and inspires them to learn. It gives them a solid foundation to successfully move through each stage of development. Children become much more aware of their bodies in space and reach out to explore the world.”

Paul Ziert, Executive Director of International Gymnastics Magazine, attested to the importance of developing early skills. “PlayWisely allows us to give all children a chance to meet their potential by wiring them early,” he said.

Ziert and Olympic Champions Bart Conner and Nadia Comaneci have signed on to open a PlayWisely facility in Beverly Hills. Toting his and Comaneci's 1-year-old son, who is taking PlayWisely classes, Conner remarked, "It's backed by science and research and at the same time it's just fun to do. It's play with a purpose."

Though designed for use in the normal development of children, Hannan discovered the system works effectively for special needs kids, including children on the Autism Spectrum. The program has been used at the Vanguard School in Dallas and is currently being implemented in Sensory World, both of which are special needs schools.

PlayWisely's groundbreaking technique has already caught the attention of international scholars. Hannan was invited to speak at Oxford University regarding her innovative program. Also, researchers from Children's Progress, an early childhood assessment program founded at Columbia University and MIT, are meeting with Hannan in the fall to consider partnering with PlayWisely in their pioneering efforts to study early childhood development and brain science.

"I believe that Play Wisely and Children's Progress have similar aims - namely, to help children at the most crucial phase of development, early childhood," said Christopher Camacho, director of science and research for Children's Progress. "Play Wisely has developed a unique approach that integrates motor and cognitive development and helps children achieve optimal development. Early childhood development - in particular, those years before a child has formal schooling - is all too often forgotten and left to great peril. Play Wisely focuses on these crucial years and is helping to transform the field."

For more information about PlayWisely, visit www.playwisely.com.

About PlayWisely: Founded and owned by Patty Hannan, a former national gymnast, NASA research participant and mother of three, PlayWisely has just completed prototyping its curriculum and has opened 10 class locations in the Dallas area for the upcoming school year. The first international location in Prague, Czech Republic launches September 2007 with another location opening in Cluj, Romania in October 2007. In addition to offering the program to educational and gymnastic facilities around the world, several freestanding centers are in development. PlayWisely has plans to expand nationally and internationally and will be releasing a book, DVD series, parent education materials and a toy line.

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