

Little Stars BEDTIME CARDS

big questions for little people

Press Release

Kamloops, BC – January 22, 2009

Every parent knows how important it is to send their child to bed feeling secure, comforted, and loved. But most parents are familiar with the feeling of “running out of steam” at the end of day, especially when their child is pleading for “one more story!”

Little Stars Bedtime Cards offer a gentle, one-on-one bedtime ritual that both parents and children enjoy. The award-winning cards are simple and interactive, and require no special knowledge or tools to use — just a desire to spend a few meaningful minutes together at bedtime. Intended for use with children 3-6 years of age, the cards were developed to give parents a way to end the day with their young children on a peaceful and affirming note.

Shannon McQuillan and Linda Komori, both of Kamloops, developed the cards in response to their experiences as mothers of young children. Shannon had developed a bedtime routine of asking her young sons affirming questions before bed, and realized how much it helped to “gear down” and send everyone off to sleep feeling secure and contented. “Plus,” says Shannon, “it gave me a chance to take a few minutes to appreciate them for the delightful people that they are.”

Linda, a graphic designer and artist, got involved when Shannon was trying to figure out the best way to translate her valuable bedtime ritual into a parenting tool that would help others create their own easy, “no pressure” bedtime ritual. Linda developed the three Little Stars characters to make it easy for kids to open up and talk in a “no wrong answers” context. Each of the 28 cards features a bright illustration and questions designed to appeal to the 3-6 year old age group.

Linda has enjoyed her part in creating a parenting tool that is so flexible. “I think it can really help make the day/night transition for young children a little easier.” As the parent chooses which cards to use each night, the experience can be tailored to each child’s needs on a particular night.

Feedback from parents using the cards has included such accolades as *“It used to be this battle. Arguments over toothbrushing, story time, getting them into the bed, and calls of ‘I’m scared. Don’t leave.’ But the bedtime cards motivate our little ones to follow the routine and get to those pillows...”*

Launched at the end of 2007, Little Stars Bedtime Cards were chosen for a *Creative Child Magazine Top Choice of the Year Award* in 2008.

Little Stars Bedtime Cards are sold online through www.bedtimecards.com.