

Little Stars Bedtime Cards Press Release

Kamloops, BC - December 11, 2007

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!”

The Little Stars Bedtime Cards offer a gentle, one-on-one bedtime ritual that both parents and children will enjoy. The 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 Moms 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 really enjoyed her part in creating a parenting tool that is so flexible. “I think it can really help someone who’s struggling a bit with a ‘reluctant sleeper’ - or just help make the day/night transition - which is sometimes hard for this age group - a little easier. It also offers an easy way to tap into a child’s thoughts around a particular issue. Do they feel confident about accomplishing something - like learning to identify letters, for example - or is there some anxiety around that?” As the parent chooses which cards to use each night, the experience can be tailored to each child’s needs on a particular night.

Little Stars Bedtime Cards are now available in Kamloops at the Kamloops Art Gallery Gift Shop, Kids Room, and Nex Generation Toys. In Salmon Arm, Little Stars Bedtime Cards are available at Nex Generation Toys.