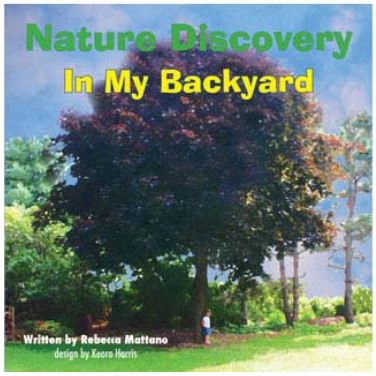
What's Hot for tots™ and moms too!

today's featured product...

10.16.08



When today's moms and dads were kids, exploring nature meant catching lightning bugs, creating an ant farm or making a mud pie. But with hot button topics like environment, sustainability, green and organic, today's little consumers will quickly need to become little environmentalists. Where to get started when your youngster is just starting to explore his world? Try the backyard!

Introducing Nature Discovery In My Backyard, the first book in a series of children's books by The Little Environmentalists, LLC (www.thelittleenvironmentalists.com). Geared for preschoolers and emerging readers, this picture book follows a little girl discovering what everyone sees, when they stop to look and smell the roses. A falling leaf, fluttering butterfly or crunchy grass beneath bare feet become an instant nature lesson.

"Children will smell, hear, feel and see their way through their own backyard nature discovery," explains Rebecca Mattano, creator of The Little Environmentalists. "Each page offers a new and unique look into nature with colorful pictures that not only teach but challenge children to find all that nature has to offer."

The book offers plenty of easy-to-do outdoor activities led by caregivers, teachers and parents.

Learn about the different animals that visit your backyard during the different seasons. Put out various types of food for the mammals and birds and keep track of what gets eaten and by what types of animals. Use assorted types of bird food or make your own feeders with pine cones and peanut butter. Also put out fruits such as bananas, strawberries, and oranges for hummingbirds, butterflies, and orioles. You can also go to your local garden center and purchase plants to attract specific animals, making your own habitat (look for My Backyard Habitat coming soon). Get a bird and mammal book and record all the animals that you identify.

In My Backyard, the first in a series, retails for $6.95 and is available online at the publisher's website, www.thelittleenvironmentalists.com. The second book, I'm Turning Green, is anticipated this fall.