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May 6, 2008

Contact: 718.928.7226  
media@littleupstarts.com

### **Little Upstarts Awarded Kids First! All-Star Award**

**Little Upstarts** Volumes 1 and 2 were both recently granted endorsements from the esteemed Coalition for Quality Children's Media. The Coalition also awarded the series the prestigious Kids First! All-Star award, granted only to the most highly regarded children's film or television products.

Little Upstarts was recognized by the Coalition for its innovative series of programming which promotes proper physical development in infants and toddlers. The Coalition for Quality Children's Media is a national, nonprofit organization founded in 1991 whose mission is to teach children critical viewing skills and to increase the visibility and availability of quality children's media. The Coalition is a voluntary collaboration comprising more than 10,000 media professionals, lobbyists, policymakers, child advocates, educators, parents and families nationwide.

"We are thrilled to receive an endorsement from the Coalition for Quality Children's Media. And we are extremely proud to have received two All-Star awards," said Keith Katz, president of New York based Little Upstarts, LLC. "These endorsements are set aside for unique, quality children's media products that stand out from the crowd. Certainly we feel that these are characteristics that embody what Little Upstarts is all about. It is gratifying to be recognized for our innovative product line."

What sets the Little Upstarts series apart from other DVD's for infants and toddlers is its focus on promoting physical activity. Little Upstarts differentiates itself from other child development DVDs in the market by providing step-by-step instructions that parents can use to get their babies active from a very young age. The DVD's are paced in such a way that parents can select which exercises they'd like to perform with their baby depending on their baby's mood and reactions on any given day. And the series' imaginative

production techniques are designed to keep babies and parents interested for extended periods of time.

**About the Coalition for Quality Children’s Media and Kids First!:**

Kids First! is the Coalition's program that evaluates, rates and endorses children's feature films, DVDs, videos, CDs and TV shows using volunteer, community-based juries comprising child development professionals, teachers as well as parents and children from diverse geographic, socio-economic and ethnic backgrounds. A Kids First! endorsement is given to titles that meet the Kids First! baseline criteria and are approved by both adult and child jurors. Reviews of endorsed or recommended titles are published on the Kids First! web site, in the Kids First! e-zine, and in reviews provided to publications such Grand Magazine, Working Mother, United Parenting Publication's 13 regional publications, TiVo's KidZone and the Smart Television Alliance. For more information visit [www.kidsfirst.org](http://www.kidsfirst.org).

**About Little Upstarts:**

Little Upstarts was founded in 2003 as the first series of its kind to promote physical activity in infants and toddlers. The first two volumes in the Little Upstarts series are specifically designed for babies approximately 0-5 months and 5-8 months old, respectively. Each thirty minute program contains ten different exercises which provide tools to help strengthen key muscle groups, stimulate the balance system, promote eye-hand coordination, build core strength in the neck and trunk, improve reaction to movement, prepare for crawling and walking, and much more. Designed to keep kids engaged, the exercises were developed by pediatric physical therapist Stacey Simpson with assistance from pediatric physical therapist Jennifer Tucker and pediatrician Dr. Sybil Russell. For more information and to view segments of the series, please visit [www.littleupstarts.com](http://www.littleupstarts.com).