

## **PoliteChild SocialSmarts™ "Train the Teacher" Program Now Available on DVD**

### **For Immediate Release**

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**Palm Desert, Calif. - January 24, 2005** - The PoliteChild announced that its first teacher training course for the Company's *SocialSmarts* class is now generally available on DVD.

"We are so excited to be able to offer our culture-changing program on DVD," said Corinne Gregory, PoliteChild's President and Founder. "Being able to offer training for teachers in this alternative way will open the program up to schools and organizations that don't necessarily have the time or financial resources to provide teachers with traditional instructor-led training, but could strongly benefit from the improvements in student discipline, achievement and positive changes in school culture that PoliteChild programs provide."

The first training product is based on the Company's introductory Social Smarts? for GradeSchoolers course. The DVD contains the entire 6-hour session, but is organized in such a way that training can be broken up lesson-by-lesson to allow for flexibility how often and how long each training session lasts. Before the creation of this first product, teacher training was offered only as traditional on-site instructor-led training to schools who had licensed the PoliteChild programs and materials for its students.

The SocialSmarts course is one of several courses appropriate for implementation in public and private schools. While many schools offer PoliteChild courses as after-school classes, increasingly the programs are being adopted as part of core curriculum because of the significant changes these courses make in school environment, reductions in discipline issues, increases in student time-on-task, and improvements in teacher and staff morale. These positive changes are critical to schools as they work to comply with performance goals mandated by the No Child Left Behind Act, as well as cut down on bullying and other behavioral issues affecting students, teachers, and staff.

The SocialSmarts course has been eligible for Continued Education Credits through California State University at San Bernardino, which has published the course offering in its Continuing Education catalog. These training courses are available to schools and organizations that license the Company's curriculum and methods. As more schools adopt the PoliteChild programs and integrate them into their core curriculum, teacher training is becoming an in-demand offering because training "the trainer" is the most effective and cost-efficient way to implement PoliteChild programs school or district-wide. Being able to provide CE credits for this training is an added benefit both to teachers and to PoliteChild.

"This is only the first of our training courses we plan to deliver in product form,"

explained Gregory. "The demand for what we offer is only increasing, and it would be difficult to continue to serve our growing list of customers and member schools if we relied on only traditional methods for providing training. The goal of PoliteChild is to make strong social skills available to all; we have to be able to provide to training for these courses to all who want and need them if we are to realize that goal, and that means making our product more readily available."

**About The PoliteChild, Inc.** - The PoliteChild is the leading program dedicated to developing excellent social skills in children of all ages - from toddlers to teens - by building solid foundations for learning and using proper social behavior, developing good moral character, manners and etiquette through its licensed curricula and managed classes. The goal of The PoliteChild is to help parents, educators, and others develop young people with strong self-esteem and confidence, and that are socially comfortable and proficient in handling a large variety of social interactions and situations. The company is headquartered in Woodinville, WA, with a second main office in Palm Desert, CA. For more about The PoliteChild, visit the company website at [www.politechild.com](http://www.politechild.com).

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