

## FOR IMMEDIATE RELEASE



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### ***THE HAPPIEST TODDLER ON THE BLOCK -DVD***

#### ***The New Way to Stop the Daily Battle of Wills and Raise a Secure and Well-Behaved One-to Four-Year-Old***

Nutley, New Jersey. (Apr 16, 2007). The Good Parenting<sup>cm</sup> Seal is awarded to THE HAPPIEST TODDLER ON THE BLOCK: The New Way to Stop the Daily Battle of Wills and Raise a Secure and Well-Behaved One-to Four-Year-Old DVD by Dr. Harvey Karp.

Anyone living with toddlers knows how quickly they can change. One minute all is bliss - then BAM! - they erupt into a mega-tantrum on aisle 6 at K-mart! No wonder exhausted and time-crunched parents feel trapped in a revolving door of “No!” and “Don’t!”

Dr. Karp, pediatrician and child development expert, and Assistant Professor of pediatrics at the UCLA School of Medicine, explains that watching toddlers is like traveling back in time. “Toddlers are not so much little children as little...cavemen!” Cavemen were stubborn, opinionated, and not too verbal. They bit and spat when angry, were sloppy eaters, hated to wait in line, and were negative, tenacious, distractible, and impatient...sound familiar? (No wonder, the 1st chapter is “Help! There’s a Neanderthal in My Kitchen!”)

Dr. Karp says, “We all get more primitive and rigid when we’re upset, but frustrated toddlers become absolutely prehistoric!” He tells parents to think of themselves as ambassadors to these charming – but rather uncivilized people. “When you begin to see kids in this light...tantrums, power struggles, throwing blocks and even peeing on the carpet all start to make sense. The Happiest Toddler DVD teaches parents how to soothe even agitated toddlers quickly and how to help any young child be more patient, respectful and cooperative...in less than a week!

In THE HAPPIEST TODDLER, parents learn:

- The *Fast Food Rule* – the #1 rule of effective communication
- *Toddler-ese* -- 3 easy steps for translating anything into a child’s primitive language
- Ways to prevent 50-90% of tantrums and promote good behavior (time-in, praise, rewards, “gossiping”)

#### **ABOUT THE AUTHOR**

Dr. Harvey Karp is one of America’s most read pediatricians. He has appeared numerous times on Good Morning America, The Dr. Phil Show, ABC News World News Tonight, CNN, and many national radio programs. He has lectured extensively, nationally and internationally, to conferences of health care professionals. In addition, his work has been featured in Associated Press, People Magazine, NY Times, LA Times, and dozens of newspapers across the country as well as Time, Newsweek, and many other national magazines **The Happiest Toddler on the Block** videos/DVDs are available at [www.thehappiestbaby.com](http://www.thehappiestbaby.com). For more information contact: **The Happiest Baby, Inc** - 310 207-1111, [feedback@thehappiestbaby.com](mailto:feedback@thehappiestbaby.com)

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