



Press Release- launch date Monday 14th September 2009

HELP YOUR TODDLER TO TALK!

Award-winning national franchise, TinyTalk, launches new classes for toddlers.

14th September 2009 – Hundreds of toddlers across the UK are participating in a new programme created especially for them, ‘TinyTalk Toddlers’. Developed by the team behind the successful TinyTalk Baby Signing Classes, TinyTalk Toddlers focuses on children who are starting to walk and talk with a more physical, interactive experience.

With new themes to explore each week, TinyTalk Toddlers encourages and supports the children’s speech and language understanding and expression through songs, signs, books and musical instruments. It also recognises that toddlers are always on the go so there is a wide range of language development activities, quality books and even a parachute!

“At the TinyTalk Toddler classes we have a *lot* of fun! Without the children even realising it, we’re also focusing on their understanding and development of speech,” says Katie Mayne, founder of TinyTalk, an ex-primary school teacher and a mother of two. “Signs still play a valuable supporting role though, as everyone learns to talk (or walk!) at different stages! We also make time for communicational and behavioural ‘etiquette’, so teamwork, conversational turn-taking and that elusive concept of ‘sharing’ are also encouraged.....”



because babies have so much to say

TinyTalk offers baby signing and toddler classes right across the United Kingdom and Ireland and is seeing a significant increase in demand. More and more families are seeking to experience the enormous benefits of early communication and understanding with their little ones. Mayne explains, “Contrary to popular belief, sign language actually *encourages spoken language* rather than hindering it. Even tantrums are reduced! Families who attend our classes quickly find out that their babies and toddlers are little chatterboxes, full of so many things to say!”_

In the Ministerial Foreword to “Better Communication”, the Government’s action plan to improve services for children and young people with speech, language and communication needs, Ed Balls, MP and Secretary of State for Children, Schools and Families, and Alan Johnson, MP and former Secretary of State for Health state, “Speech, language and communication are crucial to every child’s ability to access and get the most out of education and life.” They continue, “Creating an environment in which every child develops effective speech, language and communication skills....is a challenge for everyone working with children and young people, from speech and language therapists....to parents.”

So, at a time when serious concerns are being raised about the low level of communication skills of children entering pre-school, the TinyTalk Baby Signing Classes and now TinyTalk Toddlers are top of their class! Through them, thousands of families across the UK have the chance to give their babies and toddlers a strong foundation in communication, for a lifetime of language and learning development.

To join them or for more information about the classes, visit the TinyTalk website: www.tinytalk.co.uk or ring 01483 301444.



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Notes for Editors

About TinyTalk

TinyTalk delivers Baby Signing Classes, TinyTalk Toddlers Classes and Professional Training Programmes, helping babies and toddlers to communicate.

Founded in 2002 by Katie Mayne, mum of two, primary school teacher and teacher of the deaf, TinyTalk has gone from strength to strength and continues to do so, bringing fun and enjoyment to baby signing. Following an appearance on ITV's 'This Morning', TinyTalk introduced baby signing to the nation and, in just six years, has grown to 125 teachers in the UK teaching over 6000 families in over 400 classes per week. In 2007 TinyTalk went international with TinyTalk classes also being delivered in Ireland and the United Arab Emirates and with TinySign classes in Australia and New Zealand.

TinyTalk classes provide entertainment in an educational and fun setting for both babies and their carers. Learning can continue at home through the TinyTalk Signing Pack, CDs and interactive DVD. The TinyTalk Baby Signing DVD and Baby Signing Pack both won the coveted Silver Award in the 2006 Practical Pre-School Awards. TinyTalk uses BSL (British Sign Language) as its sign language of choice, enabling families to communicate with the UK's deaf community.

May 2005 saw the publication of Amazing Baby 'Baby Signing', the ultimate simple-to-use baby signing book, written by Katie Mayne and published as part of the award-winning Amazing Baby book series by Templar Publishing. An appearance on BBC Breakfast News followed.

In 2007 Katie was a top finalist at the Prowess 'Inspirational Business Mum of the Year 2007' Awards (sponsored by Yellow Pages) and received a 'Highly Commended Special Award' as Top Finalist.

2008 saw TinyTalk working with Bookstart in the production of the Bookshine pack, offering free books and information specifically designed to suit deaf children's needs.



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TinyTalk is a supporter of I CAN, The Charity That Helps Children Communicate and, in February 2009, appeared with them, on the BBC Politics Show to discuss Early Years communication.

TinyTalk has also established an extensive Organisational Training Programme for nurseries and other childcare settings so that childcarers can incorporate signing as part of their daily practice. The programmes have been rolled out across national nursery chains and other high profile organisations, such as Center Parcs and Harrods.

For further information, please contact:

Katie Mayne
01483 301444
info@tinytalk.co.uk

For all press and media enquiries, contact:

Fiona Winterhalder
07963 273234
fionaw@tinytalk.co.uk