

"How 'me' music makes errands so much easier!"

We're almost home. Just one more stop," Kim Watt called out from the driver's seat to her two children sitting behind her. But they didn't want to listen. Mark, the baby, was crying and wanted out of his car seat—now! And Makenna was flailing her three-year-old legs and whining. *I know, I want to get home too, but kicking and screaming won't make the traffic move any faster*, Kim said to herself as she tried to focus on the road and tune out the screaming.

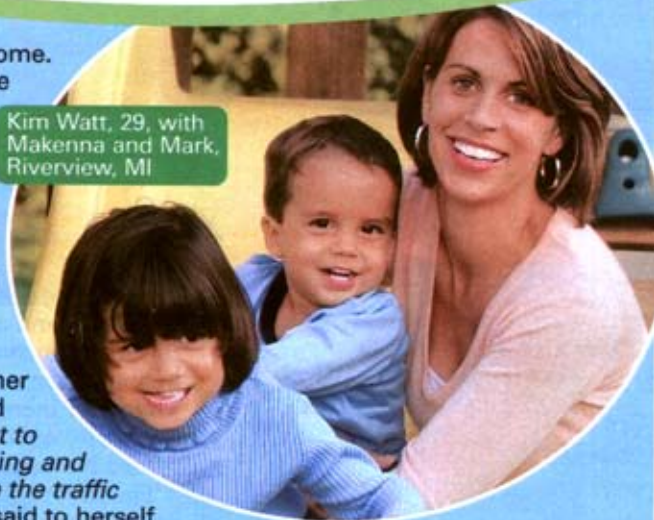
Running errands was often a draining experience for everyone in the car. Kim would have a list of stops to make—the market, the post office, the pharmacy—and she was always at a loss for ways to entertain the kids along the way. She'd try to play games to pass the time at red lights, but once the traffic started moving again her son would burst into tears. She even tried singing, but the kids weren't placated—or impressed!

"An idea from my childhood saved the day!"

One day while shopping online, Kim came across a toy company called Kids' Juke Box, which offers music CDs that can be personalized with any child's name. Instantly, she was reminded of one of her own childhood favorites. "When I was young, I had a 'My Name Is Zoom' soft record that sang 'Happy Birthday.' It always made me feel special, and I thought it would be great for my kids to have something like that, too," she says. So she eagerly bought two CDs, one for each child.

The next time Kim was caught up in car-ride chaos, she was ready. She popped in a disc, and the singer's voice said, "Okay, Makenna. It's time to sing your ABCs!" Hearing her own name come out of the radio caught Makenna's attention, and she started happily singing along. Every time the music repeated her name, she

Kim Watt, 29, with Makenna and Mark, Riverview, MI



giggled wildly. After a few songs, Kim switched the discs and let her son listen to songs about *his* name. He, too, was mesmerized. Somehow those CDs kept everyone entertained from the hardware store to the dry cleaner and back home again. "I couldn't believe how much more pleasant it was to travel together," Kim says. "Those CDs saved the day!"

"I'll always have a grouchy car-ride remedy."

Now Kim doesn't leave home without her kids' personalized music. And they won't let her. "As soon as we get in the car, they say, 'Play more *me* music!'" she says. Kim is amazed at how quickly her son has learned name recognition, as well as his numbers and letters, just by listening to those educational songs.

She started using the CDs inside the house, too—there are lullabies that tell Mark it's time to go to bed and wake-up songs that tell Makenna when to brush her teeth. Miraculously, the music helped Kim's children learn the daily routine. This mom was so excited by the effect, she wanted other busy parents to know about it, too. So along with her sister-in-law, Melissa, Kim went into business with Kids' Juke Box. Today, they help sell the personalized gifts right out of their own homes!

We're here to help!

For more info, visit Kim's website at tinytunesinc.com or call Kids' Juke Box at 800-383-2935. CD prices range from \$20 to \$25.