



**For Immediate Release**

**Contact:**

Annie Imamura  
310.729.5596  
Annie@notedcomm.com

**MEDIA SAVVY MOMS FORM 'THE MOTHER COMPANY' IN EFFORT TO REDEFINE SCREEN TIME**

**Company launches on Mother's Day; programming focuses on social and emotional learning with slower-paced, style-rich content**

May 5, 2010 - Los Angeles, CA: A group of mothers led by former ABC exec, Abbie Schiller, and director/producer, Samantha Kurtzman-Counter, are proud to announce the launch of their new children's multi-media company, The Mother Company (TMC.) The independently funded company was born out of concern with the content, quantity, and pacing of media that children are exposed to at a young age. In addition to helping children navigate social and emotional issues, TMC aims to help parents find the tools and discussions that might alleviate some of the stress of everyday parenting. The Los Angeles based company will produce a series of multi-media educational products for preschool children age 3-6, including a series of DVDs, iPhone Apps and books focused on social and emotional learning. The Mother Company launches online on May 9<sup>th</sup> (Mother's Day) at [www.themotherco.com](http://www.themotherco.com)

"As a working mom of a three-year-old, I was desperate to find a media product for my child with a calm pace and sense of visual style that would help me teach her all the important character-building lessons that many parents struggle with, such as 'sharing' and 'how to be a good friend'," says Abbie Schiller, President and Founder of The Mother Company. "With all of the overwhelming support we've received from moms all over the country, we clearly aren't the only parents in need of the products we're creating through The Mother Company."

The company's website features expert articles from parenting guru Betsy Brown Braun (*Just Tell Me What to Say*), media literacy expert Dr. Faith Rogow, and early childhood educator/author, Mary Hartzell M.Ed (*Parenting From The Inside Out*.) The site will also host posts from regular moms and behind-the-scenes footage of the company's launch. The Mother Company encourages other moms to participate in polls, comments, and ideas for products and shows.

TMC's first live-action hosted 40-minute DVD, *Ruby's Studio: The Feelings Show*, goes into production in June and is expected in market by Holiday 2010. The program seeks to help young children identify, articulate and move through their feelings. Books and iPhone apps are on the slate for 2011.

For additional information, please go to [www.themotherco.com](http://www.themotherco.com)

# # #