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For Immediate Release

Old Habits Die Hard: New Parent Education Program Aims to Make Lasting Impression

Attachment Parenting International Unveils Comprehensive, Innovative Series of Education Classes Designed for Long-Term Success

Nashville, TN – March 31, 2008 – Attachment Parenting International (API), a non-profit global network of parenting support groups with more than 60 chapters in North America, today announced its expansion from support into education with its new Parent Education Program, a comprehensive series of parenting classes that educate parents in a new way as it aims to make a long-term difference in parenting behaviors.

Research studies have shown that education attempting to alter behaviors is typically successful for a short period, after which attendees tend to revert back to old habits due to lack of ongoing education and support. API (www.attachmentparenting.org) has designed its Parent Education Program with this in mind.

“I’m thrilled that API has created a comprehensive education program,” said Dr. William Sears, noted author of multiple parenting books, speaker and founder of AskDrSears.com. “API’s Parent Education Program is designed to meet parents at any stage of their parenting journey, all the way through their children’s college years. This kind of approach can make a real long-term difference for families.”

API’s Parent Education Program features a series of classes for each of six childhood developmental stages, starting with infancy and extending to the college years, thereby addressing every stage and age of childhood. After attending one of API’s parent education classes, parents will be able to get ongoing support through regular meetings with their local API chapters and daily through API’s international online forums. Attendees also will receive ongoing education through monthly newsletters and quarterly journals, and have the opportunity to attend additional classes on specific topics or different age groups.

Based on proven methodologies and the most up-to-date research in attachment and child development, API’s Parent Education Program doesn’t teach “quick fix” techniques and tactics, but instead equips parents with knowledge, tools and confidence for successful long-term family connections.

Ongoing support is a key component of API’s Parent Education Program. API already is supporting parents in their daily parenting challenges through support groups in local communities, and is supplementing this existing support with a new worldwide parenting forum and monthly web events, such

as online chats and webcasts, with noted parenting experts and authors such as Dr. Bob Sears, who will talk about vaccinations, and Dr. James McKenna, who will discuss safe and healthy sleeping habits.

“API’s new global parenting forum will supplement its well-established global network of support groups as a valuable resource for ongoing, long-term support for parents,” said Lysa Parker, co-founder of API, who will be kicking off API’s series of online chats in May, when she discusses the Parent Education Program as well as her new book about Attachment Parenting, which she co-authored with API co-founder Barbara Nicholson.

Training and classes through API’s Parent Education Program will begin this summer in select cities in the United States. API intends to roll out the program nationally this fall and throughout 2009, and Internationally in following years.

In addition to the new worldwide parenting forum and the monthly web events, API is unveiling other new features on its restructured Web site, www.attachmentparenting.org, designed to provide better and further-reaching support for parents around the globe. More information about the new Parent Education Program can be found at the Web site.

Attachment Parenting is based in the practice of nurturing parenting methods that create strong emotional bonds, also known as secure attachment, between the infant and parent(s). This style of parenting encourages responsiveness to children’s emotional needs, enabling children to develop trust that their needs will be met. As a result, this strong attachment helps children develop the capacity for secure, empathic, peaceful, and enduring relationships that follow them into adulthood.

Attachment Parenting International (API) is a 501(c)(3) non-profit member organization founded in 1994 to network with parents, professionals and like-minded organizations around the world. API’s mission is to educate and support all parents in raising secure, joyful and empathetic children in order to strengthen families and create a more compassionate world. In addition to providing assistance in forming Attachment Parenting support groups, API functions as a clearinghouse providing educational materials, research information, consultative, referral and speaker services to promote Attachment Parenting concepts.

Attachment Parenting International promotes parenting methods that create strong, healthy emotional bonds between children and their parents. Through education, support, advocacy and research, Attachment Parenting International seeks to strengthen families. More information about Attachment Parenting International can be found at www.attachmentparenting.org.

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