

FOR IMMEDIATE RELEASE:

SIGN2ME DEBUTS *PICK ME UP! MUSIC CD AND ACTIVITY GUIDE*

SEATTLE, WA - July 18, 2003 - From the award-winning team that brought you SIGN *with your* BABY,[™] comes an extraordinary Music CD and companion book. *Pick Me Up!* uses the power of music to introduce American Sign Language vocabulary to hearing children. This joyful and surprisingly hip collection of **20 original songs** (composed by two-time GRAMMY® nominee Roger Treece), provides a unique opportunity for educators, parents, caregivers, and young children (ages 7 months to 7 years and older) to have fun while learning ASL signs.

“The songs are wonderful - appropriate for all different age levels to enjoy. The illustrations of the signs are very clear to those who do not have experience in signing. The music is wonderful! The tunes have people singing even after the music is over!”

Amy Rossano, Signing Parent & Presenter – NJ

The *Pick Me Up!* Enhanced CD and Activity Guide offer a great value for any early childhood educator or parent. However, there's a lot more to the Enhanced CD than just music. By placing it in your PC or Macintosh computer, you can watch brief training and demonstration videos that will streamline your learning to make it fast and fun. It also gives you access to a bonus song and provides links to on-line resources. The Activity Guide offers activity lesson plans for each song, with more than **200 ASL signs** illustrated in full color with attention to ethnic and gender diversity. It also includes sign language tips from ASL Educator Joseph Garcia.

“Additional signs made the songs usable to a wider range of children's ages, developmental abilities, and motor skills.”

Linda Anton, Music Therapist

The innovative music was created with children and adult listeners in mind, and engages children's bodies as well as their minds. *Pick Me Up!* offers lyrics with the patterns and repetition that children love and the high production values adults appreciate. We've combined a rich variety of musical styles ranging from jazz, calypso, and reggae, to country, rock and soul. The engaging lyrics were written by critically acclaimed children's songwriter Nancy Stewart.

“I LOVE the music on this cd!! It's SO much fun, and so easy to listen to. The variety of styles is excellent and as an adult, I appreciate the “parody” of such artists as Bob Marley, Elvis, Sinatra, James Brown, etc...”

Bethanie Brown, Signing Parent

Sign2Me[™] is committed to providing resources and tools that utilize ASL vocabulary to improve communication between hearing babies, young children, parents, caregivers, and educators. Signing enhances early language skills because children can engage in two-way communication with their parents, teachers, and peers at an earlier age, prior to being able to speak. Through research and experience, there is conclusive evidence that integrating signing into the developmental opportunities of young children enhances vocabulary and literacy skills, that help to ensure future success in reading and spelling.

Sign2Me[™] is a division of Northlight Communications, Inc. in Seattle, Washington. For more information on our products and related research, log on to www.sign2me.com. Press kits, photos, signing parent contacts and interview opportunities with Joseph Garcia are available upon request.

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