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**“SLEEP LIKE A BABY” VIDEO RECEIVES KIDS FIRST! ENDORSEMENT  
FROM COALITION FOR QUALITY CHILDREN’S MEDIA**

SAN FRANCISCO, CA (July 5, 2001) - Following on the heels of a coveted Parent’s Choice Award and a First Place Award from The National Council on Family Relations, Heart at Work Productions has received a Kids First! Endorsement from the Coalition for Quality Children’s Media for the educational video, “Sleep Like A Baby: What Every Parent Needs To Know About Babies & Sleep.”

The Coalition for Quality Children’s Media (CQCM), is a national not-for-profit organization that is a voluntary collaboration between the media industry, educators and child advocacy organizations. CQCM’s mission is to enhance children’s viewing experiences by making quality children’s media more visible and readily available.

Previously, Parent’s Choice Foundation, the country’s oldest not-for-profit evaluator of children’s media, had chosen “Sleep Like A Baby” as a Parent’s Choice Award Winner. The National Council on Family Relations’ (NCFR), annual Media Awards Competition recognizes outstanding videos on marriage and family topics.

Unlike childbirth or breastfeeding, parents receive little or no pre-natal education on infant sleep. This video provides parents with the information, insight and support that they need to resolve sleep issues with their baby. Medical and sleep experts offer advice on the two most popular infant sleep methods -- sleep training and co-sleeping --and parents share their own first hand experiences.

“Every baby and every household is unique. Rather than advocating one particular method or a rigid set of guidelines, this is the only program on the market that encourages parents to formulate a plan that is best suited for their family,” said Heart at Work Productions’ Executive Producer Wendi Gilbert, who co-produced the tape with her husband, Paul Gilbert.

“Sleep Like A Baby” not only provides practical tools, it also helps parents deal with emotional issues, including safety concerns. “In the course of producing this video, we learned that beyond sleep, what new parents need the most is the sense that they’re doing the ‘right thing.’ This program allows them to make informed decisions as they realize that they’re not alone in this struggle,” remarked Paul Gilbert.

Four million babies are born in the U.S. every year and studies show that sleep issues are the number one concern of new parents. Sleep deprivation is not only stressful, it also affects health, work and relationships.

“You cannot be as good a parent if you’re not getting enough sleep,” said Dr. Jodi Mindell, author of “Sleeping Through the Night” and an associate professor of psychology at St. Joseph’s University. “We spend so much time learning how to diaper and breast feed, but sleep ends up being the issue that parents are least educated about but is the most important.”

Adds Dr. James McKenna, director of the Mother/Baby Sleep Lab at the University of Notre Dame, “Choosing a sleep method that fits your family is one of the biggest challenges you will face.”

Other experts appearing on the program include Ronald Dahl, M.D., medical director of the Child and Adolescent Sleep and Neuroendocrine Laboratory at the University of Pittsburgh School of Medicine; Dr. Lester Luz, former chief of pediatrics at Presbyterian Hospital in San Francisco; and Dr. Karen Callen, assistant clinical professor of obstetrics and gynecology at the University of California, San Francisco.

The 30-minute VHS tape is available to consumers for \$19.95, plus shipping and handling. It can be ordered by calling toll-free 1-888-795-0555, or by going online to [www.sleepbaby.com](http://www.sleepbaby.com).

Based in San Francisco, Heart at Work Productions' Executive Producers Paul and Wendi Gilbert have more than 30 years combined experience in film and video production. Their clients include 3COM, Charles Schwab & Co., Coca-Cola, LookSmart and The Yosemite Fund. "Sleep Like A Baby" is their first consumer video release. The Gilberts are also the parents of two small children, whom they consider their finest productions to date.

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Digital photography and footage is available