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**FOR IMMEDIATE RELEASE:**

**New “Mom-Invented” Parenting Tool Allows Families to Celebrate Positive Behavior in their Children**

*Families invited to **My Choice Chart™** unveiling at Creative Classroom, Folsom, CA on June 2*

**Folsom, CA (May 23, 2007)** – My Life Ties, maker of positive parenting products, announced today a new interactive parenting tool, *My Choice Chart*. Company founder and mom-inventor, Keli Berti has planned a June 2nd launch party to debut this fun, new way for families to celebrate children’s positive behavior and choices.

My Choice Chart is an easy-to-use magnetic chart that parents can display in a central area in the home. Using more than 100 positive choice words and 50 celebration activity ideas, My Choice Chart encourages children ages 4 and up to make good behavioral choices and understand family values.

Unlike most parenting books and resources, My Choice Chart uniquely provides parents with a practical, interactive tool they can use daily to improve children’s behavior and self esteem. The colorful magnetic board can be personalized by children, and provides parents with family fun ideas to acknowledge and celebrate their children’s positive behavior.

“As a parent, I was looking for a resource that would help me make a positive connection with my child,” said Ms. Keli Berti, mom-inventor of My Choice Chart. “However, most tools I researched were conditional in nature, or based on some type of reward system - there simply was no tool out there designed to empower children and enhance their self-esteem.”

My Choice Chart was developed based on the tenet that positive feedback is one of the most important tools parents have to improve children’s behavior and self esteem. My Choice Chart affirms and celebrates this belief in a fun, nurturing, mutually respectful way. My Choice Chart serves as a friendly daily reminder that each choice we make creates our present and future learning experiences.

**Launch Party**

An El Dorado Hills, Calif. resident, Ms Berti will be unveiling My Choice Chart to local families on Saturday June 2, from 10:00am to 2:00pm at Creative Classroom in Folsom, Calif. Ms. Berti will be providing product demonstrations every 30 minutes. The first 20 attendees will also receive a free copy of *Positive Discipline – Revised 25<sup>th</sup> Anniversary Edition*, by Jane Nelsen, Ed.D. For directions and more information, visit [www.creativeclassroomonline.com](http://www.creativeclassroomonline.com).

**About My Life Ties**

Ms. Berti’s company, My Life Ties, is dedicated to creating positive parenting products. **My Choice Chart** was created to inspire parents to be the best that they can be. As a new parent, Ms. Berti wanted to encourage families to choose thoughts, words and (re)actions in a conscious, caring, respectful way. While there are many books about child development, loving communication and positive discipline, Ms. Berti quickly recognized a need for interactive tools to encourage and support a family’s practice of these parenting ideals. Her first product was developed with feedback from focus groups including parents, grandparents, school teachers, child psychologists, and parenting mentor Jane Nelsen Ed.D., best selling author of the *Positive Discipline* parenting series. For more information visit: [www.mylifeties.com](http://www.mylifeties.com).