

FOR IMMEDIATE RELEASE:

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One Smart Cookie Productions Showcases the “Let’s Explore...” Educational DVD Series at Eastview Mall FYE Store

August 8, 2006, Victor, New York- On Saturday August 26th, 2006 local company One Smart Cookie Productions teams up with the FYE store at Eastview Mall to present their educational DVDs and activity books in their “Let’s Explore...” series: “Let’s Explore . . . Autumn and Winter” and “Let’s Explore . . . Spring and Summer”. Company founders Keli DiRisio and Leslie Summerson will be on hand to show the DVDs and accompanying activity book and to answer any questions. They will also have tables set up featuring activities from both “Let’s Explore...” titles for shoppers and children to create and take home. The DVDs and activity books are educational tools intended for home and school use and because they are multi-leveled, children as young as three can use the series. Children can continue using the series, exploring the different levels, up until approximately fifth grade. The levels and material look at state educational standards in math, science, language arts and social studies. The DVDs and books make learning fun at school and help parents give their children reinforcement at home and a heads-up as to what they will be learning in months and years to come!

Summerson, a fourth grade teacher says, “The response I have had from my students has been great! I use the DVDs and the activity books in my classroom to reinforce topics we are discussing. The kids don’t realize how much they are learning while having fun at the same time!”

“We have had great reviews, from both parents and educators,” says DiRisio. “We are thrilled that we were able to create something that benefits both children and adults. We are excited to show our DVDs at FYE. What a fun way to ease the kids into thinking about school again!”

The two founders of One Smart Cookie Productions were recently named Women Entrepreneurs of the Year by the Small Business Development Center of New York State. They were also awarded Women Owned Small Business Persons of the Year by the Victor Local Development Corporation. For more information on the company check out www.onesmartcookieproductions.com.