

Four-Year-Old's Fascination Becomes Prize-Winner For Mom

COCKEYSVILLE, Md.—When four-year-old Blake Schindler became fascinated with the huge tractors and combines on a friend's farm, his mother, Patti, saw an opportunity to educate him and other children in a fun and exciting way.

The result is "just our size videos" of Cockeysville, Maryland, which has hit the market with its first production entitled "Tractors, Combines and Things on the Grow," the recent winner of a prestigious Parents' Choice Award. Patti and the video have already

been featured on live television interviews and also in several newspaper and magazine articles. Since being named a Parents' Choice Award winner, interest in her philosophy of producing videos for children has increased dramatically.

"As a mother, I am very concerned with what my son watches on television," Patti says. "When I looked around and saw the quality and educational value of programs and videotapes on the market, I thought someone could do better. That someone wound up to be me.

"Tractors, Combines and Things on the Grow" is not just an action-packed video for children, but an education in itself." It is a philosophy that the 3,700 parents, children, teachers, psychologists, pediatricians and other experts on the selection committee for

Parents' Choice regarded as a winner.

The entertainment in the 30-minute video is provided by the mammoth farm machinery which roars through the fields day and night. The tape has also received a National Parenting Publications Award and a highly favorable review in the prestigious "School Library Journal." It has the seal of approval for viewing by children from the Coalition For Quality Children's Video.

To insure accuracy and that the proper message about farming in this country is conveyed, Schindler turned to assistance from national organizations and corporations. The magazine selected "Tractors, Combines and Things on the Grow" as the only agriculture-related video for its honor.

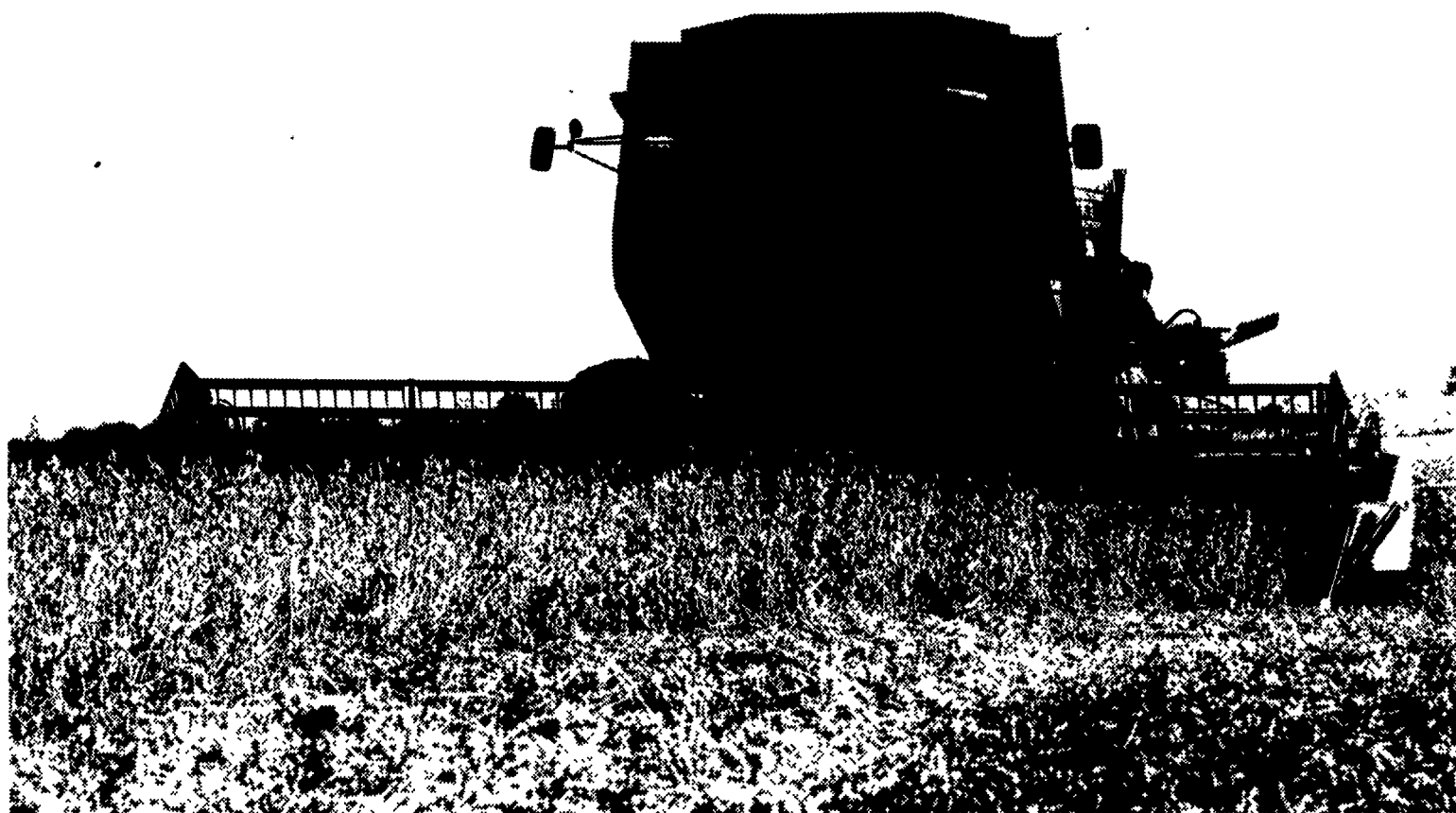
The video also received the seal of approval from The American Farm Bureau, The National Corn Growers Association, and the U.S. Department of Agriculture's Ag In The Classroom.

"We developed the educational theme in cooperation with these organizations," Patti says. "In addition, our affiliation with them gave us inroads into Archer-Daniels-Midland, one of the world's largest agricultural organizations, as well as John Deere.

Patti wanted to be sure that what she portrays is not only entertainment for youngsters but also accurate. "A national farm safety organization was consulted to make sure that farm safety for children was properly depicted.

Patti is now completing a second video which will explain where clothes come from. Tractors, Cotton-Pickers and The Stuff Kids Wear will focus on cotton, wool, silk and linen production and will be available in October. The natural fibers tape will take children and their parents on an adventure focusing on the machines and people involved in making blue jeans and the other favorite "stuff" that kids wear.

Both videos are available for \$19.95 each (plus shipping and handling) and may be ordered by calling 1-800-808-FARM.



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