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Use the Holidays to Find Teachable Moments Kiddie Academy of Streamwood offers top five ways for parents to educate children on generosity

Streamwood, IL (Grassroots Newswire) November 14, 2011 - For parents who are concerned that an overly commercial focus can overshadow the true spirit of the holiday season, a local education-focused child care provider offers a new perspective. According to Sunny Rizvi, Franchisee of Kiddie Academy of Streamwood, parents - armed with some ideas and the right approach - can find important "teachable moments" in the hysteria surrounding holiday gift giving and getting.

"It's easy for children to be overwhelmed with catalogs, countless ads for the latest toys and even peer pressure from friends about 'cool' gifts," says Rizvi. "It can get to the point where holiday wish lists begin to resemble ransom demands."

To help keep the true holiday spirit alive, Rizvi offers the following tips for nurturing a child's generous nature during the holidays and throughout the year:

1. Generosity isn't only about donating money - children can be encouraged to share their time and talents as well. Parents can teach children to exercise their generous spirit by helping them make hats for local hospitals, visit nursing home residents, or host a reading event at a local library. Seeing the recipient's reaction and feeling the rush of emotion will reinforce the behavior and boost your child's self esteem.
2. Parents can help their children develop the "habit" of generosity by demonstrating that it should be a year round activity. Plan an ongoing donation to a cause that's close to both your and your children's hearts: for example, a monthly visit to an animal rescue center to assist the staff with walking and feeding the pets.
3. Children can help to select outgrown clothes, toys and books to donate to a local charity. Set up a designated "donate" box in your home, and encourage your child to participate in adding items to the box, and delivering them to the chosen charity each month.
4. Read books that highlight the importance of kindness. A recent survey of Kiddie Academy families named *The Giving Tree* by Shel Silverstein, *Rainbow Fish* by Marcus Pfister and *The Lion and the Mouse* by Aesop as the top three books with a generous theme. Consider adding them to your home library to reinforce the importance of giving.
5. Point out examples of generosity that you witness in your daily lives.

For example, talk about a neighbor who volunteers for a charity or the parent who volunteers at the bake sale. Explain that generosity is a choice, and applaud those who make time for kindness.

"Ideally, raising a generous child should be a partnership among parents, schools and communities," said educator and mom Claire Haas, vice president of education for Kiddie Academy. "At Kiddie Academy, character education is an important part of our education-based curriculum. Talking about generosity and helping children incorporate the spirit of generosity into their lives is one way we reinforce the theme of character education in our programs."

For more tips on finding "teachable moments" to help children learn about the rewards of generosity for themselves and for others, parents can visit the Kiddie Academy Family blog at: <http://www.kafamilyessentials.com/>.

For more information about Kiddie Academy of Streamwood, please contact Saj Rizvi at 847-899-3555.

#### About Kiddie Academy®

For more than 30 years, Kiddie Academy® has been a leader in education-based child care. The company serves families and their children ages 6 weeks to 12 years old, offering full time care, before- and after-school care and summer camp programs. Kiddie Academy's proprietary Life Essentials® curriculum, supporting programs, methods, activities and techniques help prepare children for school and for life.

Kiddie Academy is using the globally recognized AdvancED accreditation system, signifying its commitment to quality education and the highest standards in child care. Kiddie Academy is an official partner of the nonprofit organization, First Book, and is dedicated to supporting children's literacy. For more information, visit [www.kiddieacademy.com](http://www.kiddieacademy.com).

#### About Kiddie Academy® Franchising

Kiddie Academy Domestic Franchising is based in Maryland and has over 90 academies located in 24 states, including four company-owned locations. Approximately 70 additional academies are in development, with 15 to 20 new locations slated to open each year. For more information, visit [www.kiddieacademyfranchising.com](http://www.kiddieacademyfranchising.com).

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