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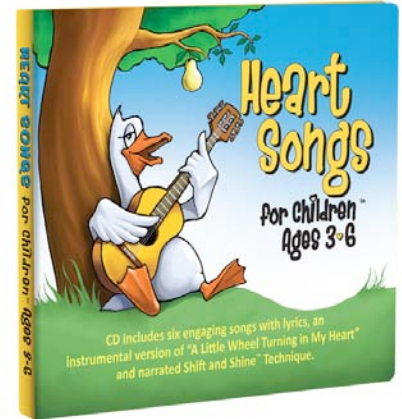
'Better not cry, better not pout'

Institute of HeartMath® tells why with new kids' emotional intelligence toys, games for holidays

BOULDER CREEK, CA. – November 1, 2010 – Increasingly, parents and others want to make smart gift choices for children. This holiday season you can give gifts that not only are fun, but also have educational value and are designed for children's well-being and [emotional intelligence](#).

A new line of fun educational toys and games for children are now available from the Institute of HeartMath (IHM), an accredited research and education organization that teaches children how to balance and express healthy emotions while also providing amusement.

IHM, which has studied the physiology of emotions and learning for nearly 20 years, is offering the first three products in its new line of educational [toys and games](#) for the 2010 holidays. These products can be invaluable in helping parents nurture their children's emotional intelligence.



HeartMath is widely known for its [education](#) programs and products, which have helped thousands of children in homes and classrooms around the world become better learners. HeartMath began developing the new line of children's products because of the growing demand for more educational toys and games to help youngsters at home and school understand their emotions, improve behavior and be better prepared for the classroom.

These products incorporate a wealth of scientific research that shows children can gain substantial benefits by making mind, body and heart connections. They are specially designed to help children achieve *heart coherence*, a measurable physiological state that underlies optimal learning and performance and which helps build resilience.

Parents and other gift givers will find the cost of HeartMath's educational [games and toys](#), each under \$20, to be a refreshing change this holiday season:

Wild Ride to the Heart™: Here is a children's board game, priced at \$14.95 that helps families bond and learn about and express emotions through a simple, fun-to-play format. As players take a wild ride around a colorful game board, they share stories and express their feelings. The game was designed to help players of all ages understand and talk about their emotions. Authors and experts in parenting and education fields have praised Wild Ride since its release earlier this year.



Heart Songs for Children™ CD: This heart-warming collection of songs for ages 3 through 6 encourages expression of positive feelings, healthy communication and an awareness of emotions. The *Heart Songs* collection sells for \$9.95 and includes a CD with eight tracks, a booklet of song lyrics with suggestions for movements and a narration of the Shift and Shine™ Technique, IHM's latest tool teaching children how to turn negative emotions into positive ones.

Heart Bear Puppet with Heart Warmer™ Tool Card: Heart Bear is a teddy bear that doubles as a hand puppet. It is sold with the *Heart Warmer Tool Card™*, a colorful card that describes HeartMath's four-step *Heart Warmer™ Technique*, which teaches children how to create the positive emotions that originate in the heart. Practicing the Heart Warmer with children several times a week can build up their emotional resiliency, and Heart Bear is the perfect companion to help. Bear Heart and the Heart Warmer Tool Card are sold together for \$19.95.

HeartMath's new children's products may be purchased from the nonprofit Institute of HeartMath's online store (<http://store.heartmath.org/Especially-for-Kids>). Proceeds help support the institute's research and education initiatives and its mission of helping people reduce [stress](#), self-regulate emotions and build energy and resilience for healthy, happy lives.

As a special holiday gift, IHM is giving away a free e-book on its website that explains how individuals can use a HeartMath technique to help release emotional turbulence and maintain ease. The e-book, *State of Ease*, is available as a PDF download (<http://www.heartmath.org/free-services/downloads/state-of-ease.html>).

For more information about the Institute of HeartMath's products, initiatives and scientifically validated stress solutions, go to <http://www.heartmath.org>. The institute also offers free tips and tools for parents, caregivers, and others who work with children on its *HeartMath My Kids!* Facebook page (<http://www.faceBook.com/HeartMathMyKids>).

You can also find more resources and stay up to date on the Institute of HeartMath by following it on [Twitter](#) and [YouTube](#).

About the Institute of HeartMath®:

The Institute of HeartMath, www.heartmath.org, is a 501(c)(3) nonprofit research and education organization dedicated to teaching the principles of heart-based living around the world and promoting global coherence by inspiring people to connect with the intelligence and guidance of their hearts. IHM has been conducting scientific research on the physiology of emotions and the science of the heart for nearly two decades. IHM, a world leader in stress reduction and emotion-management research, was founded in 1991 by Doc Childre. Through its research and education divisions, the institute has developed practical tools, education programs and services – collectively known as the HeartMath System – for the mental, emotional and physical benefit of children through seniors without regard to their social, economic or cultural status. IHM's research has been published in numerous peer-reviewed journals, including *American Journal of Cardiology*, *Stress Medicine*, *Preventive Cardiology*, *Journal of the American College of Cardiology*, *Integrative Physiological and Behavioral Science* and *Alternative Therapies in Health and Medicine*. For more information about IHM's education and professional development programs, visit www.heartmath.org/education or call (831) 338-8500 or (800) 711-6221. You can learn more about IHM's latest available resources by joining its social networking pages on [FaceBook](#) and [Twitter](#) and its [YouTube](#) channel. IHM's most recent resource page, [HeartMath My Kids!](#), is dedicated to providing all caretakers of children with practical information.

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