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The B_Me Company Presents Baby China, a New Video to Expose Children of Non-Chinese Families to Chinese Language and Culture

<Chicago>, <Illinois>, <February 10> - A "strange" trend is sweeping across the nation. Children from African American, Hispanic, and Caucasian families become the majority of many Chinese classes.

Proficiency in language begins in early childhood. The critical period for learning language is from the womb to approximately 6 years of age. There is limited exposure to the Chinese language because of shortage of teachers and it is often not an option until high school. Baby China is intended to fill this language gap by providing the experience of Chinese language and culture during the optimal stage of language development. Any exposure to the language will help develop the neural path way to learn Chinese proficiently later.

Children acquire language with the most ease and success when presented in a playful and repetitive format. Baby China is developed to expose children from families with some or no Chinese background to the beauty of Chinese language, music, and culture. Baby China uses child-centered format like Baby Einstein. It uses simple existing objects in a child's world to create a comforting and fun experience. While Baby Einstein focuses on the early exposure to music, Baby China is focusing on exposure to language and culture.

For years, professionals have been using music as a critical sound stimulation to speech production. Body movements have also been employed to facilitate children's language development. Baby China is the first to combine body movement, music, and verbal language together into a new learning model: the B_Me Learning Model. Baby China has three parts: 1st Body language (starts with sign) – the language of social success; 2nd Music language – the language of influence; 3rd Expressive language – the language of knowledge. The B_Me Learning creates the optimal synergy to stimulate cognitive and language development.

Baby China is available at www.BMebabychina.com and The Chicago Kids Books and More store locations for an introduction price of \$14.99. You can also borrow the donated copies at the Chicago Confucius Institute.

For additional information on Baby China and resources for exposing children from non-Chinese Families to Chinese language and culture, contact Like Coman at 773.531.9006 or visit www.BMeBabychina.com for a demo. (Baby China copyright © 2006 Like Liu Coman. All rights reserved.)

ABOUT <The B_Me Company> - The B_Me Company is devoted to maximize human experience for today's children and their families through diverse exposure. The company provides early childhood videos, audios, books and toys to maximize the exposures to Chinese language and culture. The company's website provides in-depth information on the six core Chinese culture experiences (clothing, eating, living, traveling, nurturing the body, and cultivating personality). Detailed information about the B_Me Learning Model is also provided.

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About the founder

Like Liu Coman is the founder and the president of The B_Me Company. Like was born and raised in a small town in Sichuan Province of China. She moved to Beijing with her mom to unite with her father after 12 years of separation. This is a common phenomenon in China that parents were assigned different jobs in different cities until the 1980s.

From a young age and till her graduation from the known Tsing Hua University, Like was fortunate to be able to travel across China. In 1986, she took a national exam to compete for a government scholarship to study Biomedical Engineering in the US. She received the highest score and came to the US to study. Her education and experiences include:



- Graduated from Tsing Hua University in Beijing
- Master in Biomedical Engineering from Case Western University. Specialized in neural stimulation
- MBA from Northwestern University
- Studied at FIT (Fashion Institute of Technology) and Chicago Art Institute. Studied at FVA (Film Video Arts) for two years
- Worked with top executives worldwide while at Baxter, Booz Allen Hamilton Management Consulting, and American Express
- Traveled worldwide in backpack and in “high fashion”
- Wife and mother of two Caucasian-Chinese boys

A self claimed “jack of all trades”, Like regards Baby China as the first creative project which ties all her diverse experience together. She passionately believes in maximizing human experience through exposure to all the beauties and refinements in the world. The best thing parents can do for their children’s future happiness is to provide as much early exposure to different music, language, and culture from different parts of the world.

About Baby China

A child’s occupation is to play. Children learn the best through the pleasurable experience of playing. Many children’s video tapes are either too eager to teach, which bores and intimidates the child, or too busy to entertain, which acts like a passive baby sitter.

Unable to find a video tape that meets her idea of exposing her children to the beauty of Chinese music, language, and culture, the founder decided to make her own. The design criteria and goals were set to:

- Be able to hold a child’s attention and entice the child to learn not through teaching but through playful exposure
- Offer a beautiful visual and audio experience for both children and parents (or a guilt-free break for parents)
- Provide a rich and diverse exposure to Chinese music, language, and culture
- Provide a synergetic brain stimulation using body language (starts with sign language), music language, and expressive language

Children are mesmerized by Baby China because it acts out little stories with simple objects existing in a child’s world. They enjoy imitating funny paralinguistic sounds, gestures, and practical words. Children and parents love the beautiful visuals filmed in famous cities. They find the Chinese ballet background music very soothing. Once the child is enticed by the familiar toys and mesmerizing visuals, the child is receptive to the new elements of Chinese language and culture. The B_Me Learning Model encourages parents to pay equal amount of attention to the development of children’s body language and music language.