

FOR IMMEDIATE RELEASE

**NOTED CANADIAN PARENTING EXPERT INTRODUCES
EDUCATIONAL CD SERIES**

Beverley Cathcart-Ross brings wisdom of successful parenting into the home, car or portable CD player

TORONTO, Ontario – February 28, 2005 – Beverley Cathcart-Ross, nationally acclaimed parent educator, counsellor and co-founder of the Parenting Network today introduces a unique collection of audio CDs designed to enhance the child-parent relationship. ‘Essential Parenting Skills: Preparing Your Child For Life’ offers invaluable insights that help caregivers select the most effective parenting style and develop the encouragement skills needed for their children to be confident and successful in life.

These CDs, together with resources on the Parenting Network website, give parents important lessons about how their parenting style affects their children’s behaviour and development. The goal of Essential Parenting Skills is to provide parents with the necessary tools to foster harmonious family relationships.

Through a combination of role-playing scenarios and practical advice, the CDs help parents successfully deal with parent-child struggles. “I find moms and dads everywhere so desperately want their children to be happy and successful, but many get so discouraged and confused because nothing seems to work with their children,” says Ms. Cathcart-Ross.

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Canadian parenting expert launches new CD series/2

She believes parents need to understand the balance between long-term goals for their children and the pressure to control the immediate outcome through parental involvement. “The way parents behave, think and feel about fundamental equality and shared rights within the family is directly linked to mutual respect and cooperation,” says Ms. Cathcart-Ross. “A democratic parenting style, in which parents encourage children to participate in decision-making and engage them in age-appropriate choices, creates greater harmony in the family and establishes long term goals of cooperation, responsibility and independence,” she added.

The second of the series, ‘Encouragement Skills,’ demonstrates the difference between praise and encouragement and how parents can mistakenly condition their children to be dependent on the judgement of others and discourage a child’s independence of thought.

Throughout the CD, listeners hear about mistake-centred and critical parents, who often have the best of intentions. “Parents care about their children, they want to protect the child from failure and ensure that children are socially accepted. The results, unfortunately, are more likely that children feel inferior, inadequate, or angry. With a steady diet of criticism children become discouraged and want to give up or get even,” says Ms. Cathcart-Ross. “Good intentions are not enough. It is important to consider your child’s interpretation of your approach. Will this encourage or discourage them,” she said.

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Ms. Cathcart-Ross believes parents have a choice. They can either continue to discourage children by criticizing behaviours, by overprotecting or controlling a child, or they can focus on their children's positive behaviours with humour and a positive approach. "Praise is a type of reward that children need to earn and parents need to judge. It can turn children into *praise-seeking junkies*. Encouragement is for everyone. It can be given at any time, even when a child is struggling," she added.

The Parenting Network is a Toronto-based centre offering a variety of counselling and parent education resources co-founded by Beverley Cathcart-Ross in 1989. Since that time she has helped thousands of parents in her parenting classes and workshops develop a sense of belonging and respect in their children by demonstrating practical approaches that work for parents on a day-to-day basis with issues such as power struggles, temper tantrums and sibling rivalry.

The CD series with support materials, which retails for \$26.00 per CD plus shipping and handling are available on-line through www.parentingnetwork.ca or by calling 416-264-7842.

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BEVERLEY CATHCART-ROSS

Ms. Cathcart-Ross is a certified parent educator, private counsellor, co-founder of the Parenting Network and mother of four teenagers.

Since 1989, she has helped thousands of families enjoy more harmony in their home and closeness in their relationships with their children. Her unique strength is her ability to distil a sound theoretical framework of positive psychology down to practical approaches that work for parents on a day-to-day basis.

She is also the co-founder and Chair of the Open Family Forum of Toronto, a non-profit educational service for parents, teachers, and students of psychology. She is a Director of the Alfred Adler Federation, a non-profit organization dedicated to the offering of educational services to communities with limited access due to poverty, culture, and/or geography. As well, she is an active member of NASAP (North American Society of Adlerian Psychologists).

Ms. Cathcart-Ross makes regular guest appearances as the resident parenting expert on TVO and has been a regular contributor to television programming on CTS. Her work has been profiled on CBC, and Canadian Living Television.

Parenting classes, workshops and speaking engagements are held regularly throughout the year by Ms. Cathcart-Ross who brings her extensive knowledge and humorous insights of parenting to her audiences.