

MANNERS MAKETH FUN WITH NEW CHILDRENS NICE BEAR NAUGHTY BEAR CARD GAME

Submitted by: Bluebird Associates

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Nice Bear, Naughty Bear is a new card game which aims to teach manners in a fun way to children as young as possible and complements the new initiative to teach health, happiness and self-improvement in Primary schools. Each pack contains a suite of Good Bears and Bad Bears and includes a couple of jokers. Delightfully illustrated every card carries a catchy rhyme which children will quickly learn by heart. 'If you are a helpful bear, you'll be welcome anywhere'.

Created to help young children learn good manners and social skills, they are a fun and inexpensive way for parents and teachers to encourage role-play and discussion on all sorts of topics from table manners to bullying. 'A bully bear is no one's friend and will be lonely in the end'.

Avril Lethbridge, creator of the concept says 'We have thought very carefully about the messaging. I hope that these cards will help children realise that having good manners means treating others with kindness, consideration and respect. By practicing good manners we really can help the world to be a happier place'.

Designed for youngsters to learn by having fun, the cards come with instructions for 6 simple games, including the traditional 'Bear Snap' and 'Memory Bears' to 'Statue Bears' where at the command 'Be Your Bear' each player has to freeze in the position of the bear on their card, and 'Joker Bear' based on the Old Maid game. Avril again 'The Role Play game had my local infant school class shrieking with delight as they acted out the characteristic of the bear on their card, whilst their friends all had to guess.....'

One mother is using the cards as an incentive. 'After a bout of challenging behaviour I decided to award bear cards according to my 4 year old son's actions. The threat of receiving a 'naughty' bear card was enough to change his manners. The challenge was to win all the nice bear cards by the end of the week for a reward. For every naughty bear he lost a nice bear WOW! What an incentive for a competitive child. By the end of the week our naughty and exhausting child had become an exceedingly nice bear!'

The cards are the first in a series of games and products that will cover various etiquette issues, such as Table Manners, Relationships in the Playground and Making Friends.

Packs cost £5.99 inc VAT and are available from www.nicebearnaughtybear.com

Note to Editors

Nice Bear Naughty Bear is the brainchild of Avril Lethbridge, Mary Ann Mackenzie and Diane Mather. Their backgrounds range from teaching speech and drama, musical theatre educational projects, illustration and the decorative arts through to specialising in international etiquette and modern manners. Brought together by a concern over the importance of social skills, self respect and good manners, they hope they are starting to help children to learn positive behaviours in a fun way.

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