

# PARENTING ON TRACK™

*YOUR FAMILY. YOUR SOLUTIONS!*

## CONTACT

INFORMATION: Emily Bradbury, 802-598-6725, [emilybradbury@mac.com](mailto:emilybradbury@mac.com)

## **PARENTING ON TRACK™ WINS PARENT TESTED, PARENT APPROVED “BEST PARENTING PRODUCT” AND BABY PLANNER SEAL OF APPROVAL**



**Middlebury, Vt.** (July 2, 2009) – Parent Tested Parent Approved Media Inc. (PTPA) ([www.ptpamedia.com](http://www.ptpamedia.com)) awarded the Parenting On Track™ Home Program ([www.parentingontrack.com](http://www.parentingontrack.com)) its coveted Seal of Approval in the parent education category for 2009. Winners are chosen from hundreds of submissions by a panel of parent and professional reviewers.

Parenting On Track™ adds this recent award to another “seal of approval” it earned this spring from The Baby Planners ([www.thebabyplanners.com](http://www.thebabyplanners.com)), a baby concierge and consulting service designed to guide parents through the overwhelming and ever-changing baby product marketplace.

“Every once in a while we get a product that really stands out,” said Ellie and Melissa, co-founders of The Baby Planners. “We are quite simply blown away by Vicki’s approach to parenthood. The videos are not only educational, but entertaining and enlightening to boot.”

The Parenting On Track™ program is a multi-media course designed to help parents develop a proactive parenting approach based on building confidence, self-reliance and independence. Based in Adlerian Psychology, the program offers a diagnostic framework for parents to assess where their family is today, along with concrete tools to move intentionally toward their vision for the future.

“Parenting On Track™ began because our message and curriculum resonated with parents,” said Vicki Hoefle, founder and director of Parenting On Track™. “We are especially grateful to receive this acknowledgement from these groups that are experiencing parenthood on the ground, every day.”

### About PTPA Media Inc.

PTPA Media’s mission is to discover and appraise new products designed for children and families. The products were tested by savvy parenting reviewers and professionals and the results were compiled for PTPA Media Inc.’s review committee for the final

# PARENTING ON TRACK™

*YOUR FAMILY. YOUR SOLUTIONS!*

decision. The winners of the prestigious Seal of Approval are selected based on value, functionality, quality and appeal of the product. [www.ptpamedia.com](http://www.ptpamedia.com).

## About The Baby Planners

The Baby Planners Picks Program is designed to provide expectant parents with valuable and current product information, as well as feedback to manufacturers interested in connecting with consumer tastes and trends. Co-founders Ellie and Melissa are the baby planning experts for Pregnancy Magazine, The Cradle, The Hot Moms Club, The Bump, Tibesti, Modern Mom, and have been featured on the Rachael Ray Show, Access Hollywood, People, and CNN among others. [www.thebabyplanners.com](http://www.thebabyplanners.com).

## About Parenting On Track™

Parenting On Track™ is a proactive, sustainable parenting strategy based on Adlerian Psychology. From eliminating “useless” behaviors such as whining and power struggles, to showing children that they are capable and important members of the family, the Parenting On Track™ program provides parents with tools to create a respectful and peaceful family life. The program was recently awarded “Seals of Approval” from both PTPA (Parent Tested, Parent Approved) Media Inc., and from The Baby Planners. For more information, or to purchase the Parenting on Track™ Home Program, please visit [www.parentingontrack.com](http://www.parentingontrack.com) or call (888)-660-7668.

###