



MEMORANDUM

TO: Editors, freelance writers, reporters, journalists
FR: Stephanie S. Taylor, Mrs. Sparkles General Manager & Booking Agent
DA: November 29, 2010
RE: **Query Letter for Media**

Thank you for your interest in Mrs. Sparkles! Whether you are visiting our Press Kit out of curiosity or to learn more about Mrs. Sparkles for potential story ideas or interviews, allow us to help you get your sparkle on! Her life's journey provides a cornucopia of material that can inform, entertain, enlighten and/or inspire your readers. It's a project that is sure to be a ton of fun for you, too!



A modern day Mr. Rogers with a lot more spunk, Mrs. Sparkles, aka Debbie Taylor, is a child's edutainer committed to sparkle-izing the world—one child at a time. Her unique style combines considerable expertise in early childhood education with a delightful voice and guitar accompaniment and a dazzling personality to teach children one of the most valuable lessons they may ever learn: that sparkle-izing someone's day through kind acts or thoughtful words comes back in a great big way.

A sampling of story angles where Mrs. Sparkles' experience and expertise can be valuable include:

- ★ The No Child Left Behind act of 2001 forced school districts to emphasize reading and math, and their proficiency scores as tied to funding, at the expense of other subjects, especially music, through 2013-14. Why is music and arts education a necessity, not a luxury, in creating well-rounded, successful students? And what happens to the music after school year 2014?
- ★ Captain Kangaroo. Mr. Rogers. Romper Room. Even Mrs. Doubtfire. Just saying the names makes you feel all warm and fuzzy, doesn't it? And this nostalgic, nurtured feeling is exactly what's missing in children's television today. Animation has its place in edutainment; but discover why real-life icons used to—and still can—fill the developmental void cartoons leave behind.
- ★ What would you do if you had early retirement, a heart for spreading kindness among children, and 3,000 children's music CDs produced from an education grant? You would give them all away, of course! From Ohio to Costa Rica, Mrs. Sparkles has 'sparkle-ized' children everywhere. But this simple act of kindness speaks volumes: how can we make a difference in the lives of young children in these uncertain economic times? What are the signs of an emotionally distressed child, and what can be done to prevent, or repair, the anxiety economic downturn creates?
- ★ Song-writer. Wife. Teacher. Mother. Children's musician. En route to children's television star. *Re-fired*, not retired. Trace womens' inspiring journeys into new, exciting, and sometimes unlikely career paths.
- ★ On average, kindergartners are targets of peer physical or verbal harassment once every three to six minutes. At such a young age, is this "just what kids do", or is it the start of bullying? Mrs. Sparkles believes that bullying can stop if families embrace her sparkle philosophy and encourage children at their earliest stages to "spread the sparkle" through kind acts and thoughtful words. Learn how Mrs. Sparkles had not one bully in her classes in all 35 years of teaching and how to apply these same techniques to your home.

