



For Immediate Release – September 6, 2007

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New Specials on “Conversation Starters” Help Autism-Spectrum Kids to Converse with Ease

Just in Time for Back to School, One of Natural Learning Concepts’ Most Popular Products is Now on Special through September 20, 2007

DIX HILLS, NY – For most people, a conversation is something that occurs easily and without thought. Yet for children on the autism spectrum, maintaining a conversation can be one of the toughest challenges they face. Now, thanks to **Natural Learning Concepts (www.NLconcepts.com)** and its **"Conversation Starters"**, children can now learn conversation skills with ease and spontaneity. A company founded by Jene Aviram and Jocelyn Blum that now reaches thousands worldwide, Natural Learning Concepts is celebrating “Back to School” season with a special discount on each of its 'Conversation Starters', one of the company's most popular products for those on the autism spectrum.

Offering brilliant techniques to teach conversation skills to autism-spectrum kids, the Natural Learning Concepts Conversation Starters teach children to converse in simple steps using a 'fill in the blank' method. Each set comes with a series of 3" x 3.5" cards arranged in the 'flip' method for easy review, and just the right size for carrying around in a purse, a pocket or on a key ring.

The Conversation Starters series employs two stages for teaching. The first stage teaches children to spontaneously answer questions, while stage two teaches children to inquire about other people and to initiate conversations. Each set

includes six different related topics—for example, the 'School' Conversation Starters set covers such topics as Recess, Classroom, Gym, Music Class, About School, and Lunch, with a yellow card signifying the start of each new topic for easy and immediate access. The front of each card poses a fun and interesting question about the topic, with the beginning of the answer on the back. The approach is easy and fun, teaching and enhancing communication skills in a game-like setting.

"For those of us with loved ones on the autism spectrum, each successful conversation is a milestone to be celebrated, opening a new window of communication to family, friends, and the world. We're delighted to be able to offer this special discount on our Conversation Starters," says Co-Founder **Jene Aviram**. "We created them after hundreds of hours of interaction and conversation with children on the autism spectrum, using direct feedback from kids, parents and teachers to create products that really work! We hear constantly from parents and teachers of children on the autistic spectrum that they are truly a speech teacher's dream, and that's the highest praise we can imagine."

The Conversation Starters employ a successful method of teaching. Each succeeding step helps to reinforce both conversation practice, and also that conversation is a "back and forth" about the same topic—a concept that can be very difficult for autistic children. "One teacher told me the other day that she keeps her Conversation Starters on her key ring," comments Aviram, "a great way to practice conversing spontaneously in a natural setting."

As with each product from Natural Learning Concepts, a prototype of each Conversation Starter kit has been created, tested for appeal and effectiveness with children on the autism spectrum, and then revised multiple times using direct feedback and input from the children, as well as their teachers and caregivers. Only when each product achieves strong results and enthusiastic feedback across the board, does it go into production.

"The most important feedback we get at Natural Learning Concepts is always going to be from the children and caregivers who work and play with our products daily, and who know what's most effective," comments Co-Founder **Jocelyn Blum**. "We are very proud to create our products with this kind of direct input, and it's a vital part of our creation process on every book, teaching tool, and product we create."

About Natural Learning Concepts 'Conversation Starters'

Natural Learning Concepts Conversation Starters cover an assortment of subjects under one main topic to encourage conversation in kids, including such themes as *School*, *Everyday Conversation*, *Things I Like To Do*, and *Home and Family*. Each set is affordably priced at just \$9.95 apiece, and through September 20, 2007, Natural Learning Concepts is giving away one Conversation Starters for free with the purchase of every bundle of three – a ten-dollar savings! This latest superb savings opportunity from Natural Learning Concepts is available for immediate and secure purchase via their website, at <http://www.NLconcepts.com>.

About Natural Learning Concepts

Natural Learning Concepts is committed to the acceptance, celebration and understanding of people with autism exactly as they are. Their range of outstanding books, materials and inspirational content are designed to facilitate communication, increase speech, language and comprehension while having fun in the process. All of the materials on the Natural Learning Concepts website are used for teaching children at all levels of the autism spectrum as well as those diagnosed with PDD-NOS, Asperger's, ADHD and speech and language delays. The company's materials include its hugely popular Conversation Starters, its Learn to Talk About series, as well as a wide assortment of bestselling social storybooks for autism, and much more. Each of its products are routinely used for ABA therapy, early intervention and verbal behavior analysis and improvement. Parents, teachers, and other loved ones enjoy using these tools to celebrate and work with that special child in their life who has autism.

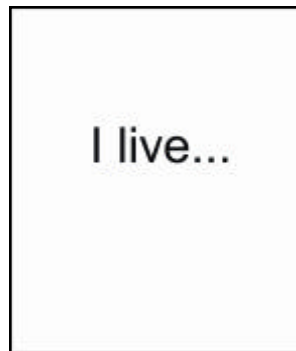
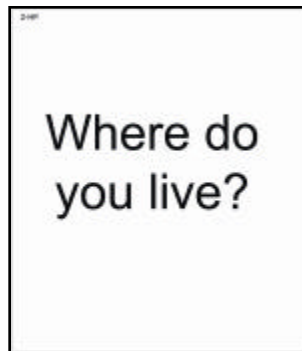
Please visit the Natural Learning Concepts website to learn more, as well as to take part in its diverse and passionate online community, at <http://www.NLconcepts.com>. Also, don't miss its exciting new Job Community for those on the autism spectrum, at <http://www.nlconcepts.com/autism-jobs.htm>.

For more information on Natural Learning Concepts or its products, please contact publicist Angela Mitchell, at **(904) 982-8043**, or Paramitch@aol.com. Meanwhile, to contact founders Jene Aviram or Jocelyn Blum directly for interviews, please call **1-800-823-3430, (631) 858-0188**, or e-mail Info@NLconcepts.com.

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Pictures and Images, Natural Learning Concepts 'Conversation Starters'

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Friendly, approachable, and intuitive, the popular "Conversation Starters" from Natural Learning Concepts help those on the autism spectrum to seamlessly and ingeniously improve their conversation and social skills.