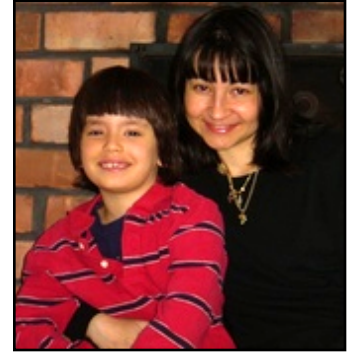


Don't Miss This Chance to Interview an Industry Leader with a Heartfelt and Unique Point of View on Autism

Meet Jené Aviram and Jocelyn Blum, Co-Founders of Natural Learning Concepts

Jené Aviram is one of the most passionate and driven people you're ever going to meet. The Co-Founder of **Natural Learning Concepts**, Aviram created a whole line of products, cards, and therapies in order to provide her own child with the very best materials and approaches. But she quickly found that the cards and sets she created could not be given away fast enough. Everywhere she went, she met parents, teachers, and others who were looking for the same kinds of materials.



So she created her own business, launching Natural Learning Concepts and working (in the fruition of a long-cherished dream) with her mother **Jocelyn Blum**, a talented communications professional. Together, they built Natural Learning Concepts into one of the world's leading providers of cards, books, products, and other materials to enhance communication with those on the autism spectrum. Their materials – from Social Storybooks, to card sets, check lists, and more, have helped children around the globe to interact, converse, thrive and blossom.

"Autism! PDD-NOS!
Aspergers! ADHD! High
functioning! Low functioning!
Delayed! Hearing these words
about your child can be
crushing. They can devastate
you to your very core. The good
news is THEY DON'T HAVE
TO! Let me tell you why..."
-- **Jené Aviram, 'Forget the
Diagnosis'**

Jené and Jocelyn are constantly looking for new approaches to help improve communication for those on the autism spectrum, as well as creating new opportunities for connection in the everyday world (for instance, launching an **Autism Job Placement Community** in 2007, to wide acclaim). Every new product created by Natural Learning Concepts is evaluated by a child on the autism spectrum, and the company's own illustrators are often talented artists on the autism spectrum themselves, bringing nuance and special understanding to the stories they bring to life.

When she isn't creating new materials, Jené is usually writing a new article or series of tips for parents or teachers, to help keep them motivated, excited, and involved. Her article "**Forget the**

Diagnosis," has been reprinted dozens of times across the web, reminding people that the unique and special abilities of any child cannot be measured – or contained.

In 2008, Jené and Jocelyn recently launched a new section on the NLConcepts website, to recognize the achievements of those on the spectrum. Entitled "**Life on the Spectrum,**" it offers in-depth interviews with notable men and women who have achieved success against all odds.

Jené Aviram and Jocelyn Blum are currently available for interviews, speaking engagements, and more, and welcome the chance to talk about their work, goals, and inspirations. To reach Jené or Jocelyn for interviews or quotes, please contact Angela Mitchell at **(904) 982-8043** or Paramitch@aol.com, or contact **1-800-823-3430** or Info@NLconcepts.com.