



A Company Helping Kids: Tool Kits for Kids™ Introduces Fun, Innovative Emotional First Aid Kits to Help All Children.

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Parents everywhere are looking for better ways to help their children worry less and feel more confident. With this in mind, Tool Kits for Kids LLC announces the debut of the company's first products designed and developed specifically for elementary and middle school children; The OUTSMART YOUR WORRY™ and CHARGE UP YOUR CONFIDENCE™ Tool Kit for Kids™ series. Tool Kits for Kids LLC is a creator of innovative "emotional first aid kits" that offer children a fun, easy and effective way to help them learn emotional life skills.

Worry and confidence were selected as the company's flagship products because they are among the most critical issues facing children today. The OUTSMART YOUR WORRY Tool Kit For Kids™ gives children and young teens a fun, step-by-step way to use thinking and behavior skills that can help them become expert at managing worry, and deal with common fears and anxiety. Today, children's worries are vast, ranging from fear of the dark, doing well in school, peer pressure, family conflicts, to economic hardship, crime and terrorism.

Professionals and parents recognize that confidence is a key ingredient in maximizing children's potential in academic achievement, social success, and personal happiness. Many stresses can shake a child's confidence such as getting a bad grade, being excluded by friends, not being the best, or not being picked for a team, an award, or a performance. The CHARGE UP YOUR CONFIDENCE Tool Kit For Kids™ helps children and young teens achieve their personal best by giving them the tools they need to boost confidence and self-esteem.

"There's a lot of information out there today to help kids, but much of it is complicated, time consuming and not that interesting to children" says Dr. Joel Haber, one of the company founders. "And Tool Kits for Kids made it fun because of the innovative approach in both content and design." Each tool kit includes twenty powerful tools that target a specific emotional concern. Each individual tool has its own uniquely designed card with colorful graphics. Children have fun learning the tools which are presented creatively on glossy, round cards fitting neatly in a colorful case that they can take with them everywhere. On the front of each card is a thinking or behavior skill. On the back of the cards are parent instructions (Elementary School Edition for children 5 to 11) or an explanation of why the tool works (Middle School edition for children 11 to 14). "Kids love the tool kits because they are exciting to use, and they feel better quickly" says Suzanne Reiffel, Ph.D. "Parents love it too, because they now have the right words to help their children." Dr Reiffel is the company founder who developed the Tool Kit concept for Tool Kits for Kids LLC.

Available online at www.toolkitsforkids.com, the price for each tool kit in the series is \$39.95. Tool Kits for Kids is producing a comprehensive series of "emotional first-aid tool kits" for children age 5 through 14, and intends to make its products available worldwide. For more information, contact info@toolkitsforkids.com or write to Tool Kits For Kids, PO Box 173, Glen Rock, NJ 07452. ©2008 Tool Kits For Kids LLC