



## Press Release

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For Immediate Release

### Baby signing to your door

Learning to sign with your baby is something that no mum wants to miss out on. If you can't get to a class, or want materials to help you practise at home, [Chelltune](#), the UK's first specialist baby signing store can help.

Every mum who uses signs to communicate with their baby is thrilled with the results. *"I can see what he wants"*, says Jane, mum to Tom, 11m. *"She is so happy when she makes a sign and I make it back to her: we are really communicating!"* says Fiona, mum to Dee, 9m. When you teach your baby to sign, he or she can show thoughts and needs that would otherwise have gone unexpressed. Your baby is less frustrated, and together you develop an intimate bond as you share signs. With products from all the major baby signing groups, [Chelltune](#) offers you the best choice of DVDs, CDs, books, flashcards and resources to make learning with your baby fun.

[Chelltune](#) is owned by Mum to two Michelle Lawrie. Michelle says, *"I use British Sign Language at work, so it seemed natural to sign with Anya, 2 and Finn, nearly 4. I looked around for good resources to help me sign with my children, which showed me the need for a store dedicated to signing resources."*

Signing is frequently in the news, with a baby signing class founder recently nominated for a Prowess award for Women Entrepreneurs. British Sign Language Day is 18th March 2007 and 1st to 6th October 2007 sees Learn to Sign Week.

Buy your baby signing products at [www.chelltune.co.uk](http://www.chelltune.co.uk) or email [info@chelltune.co.uk](mailto:info@chelltune.co.uk)

##Ends##

Notes to editors

1. Press enquiries to Antonia [Antonia@acpr.co.uk](mailto:Antonia@acpr.co.uk) 07900 580668.
2. Chelltune [www.chelltune.co.uk](http://www.chelltune.co.uk) 3 Wentin Close, Corby, Northants, NN18 8NJ
3. *More about Michelle's experiences with signing: When my son was six months old I started to use a few signs when I spoke to him. At first I used the signs for food, more and milk. He soon picked these signs up but used them infrequently. He has always been fond of animals so I then introduced the signs for 'cat' and 'dog'. I kept signing whenever I used these words but was quite cynical, I didn't quite believe that he would actually sign on a daily basis to communicate his needs. When my son was 11months old he signed dog for the first time. From then on there was no stopping him. I started to introduce more signs such as book, bird, drink, and monkey. My daughter was born in 2005. Once she reached six months old I started to use some basic signs as I had with my son. My son by this time was two years old. He relearned the signs that he had by this time forgotten and used them regularly when communicating with his little sister.*