

May I borrow your imagination for a minute?

Imagine...

What's going to happen to the brains of babies who are put in front of cell phones and i-pads regularly?

How do families learn about each other when the TV is on 8 hours and 40 minutes a day?

How do kids know themselves as learners when they spend 8-10 hours a day multi-tasking with Internet, cell phones, and DVD/TV?

How will today's digital children parent?

The Parent Coaching Institute (PCI), a 501(c)(3) organization, is dedicated to a healthy future for us all. For over a decade now, we have been successfully helping moms and dads meet their children's vital developmental needs that often get short-changed in our digital world. Sadly, most parents today cannot find the time or muster the energy to focus on their children's healthy cognitive, emotional/social growth. The stresses are too great. The challenges, increasingly overwhelming.

PCI Certified Parent Coaches®, professionals in family support, are specially trained to help moms and dads meet their children's needs while proactively addressing screen technology issues. Since only 6% of American parents know important information from experts like the American Academy of Pediatrics regarding media-related issues, the PCI's service to parents is vital—and unique. There is no other family support organization in the world that has such a focused objective.

"All forms of violence are quests for identity."
— Marshall MacLuhan

Through our innovative coaching model, parents learn how to help their children use technology wisely. They learn about The Vital 5—five critically developmental human needs. They re-discover their strengths and their authentic parental authority. They become more creative and pro-active in all aspects of their lives. They learn how to take better care of themselves in order to care better for their children. Their family flourishes.

I invite you to join us in helping parents do their best in an age that requires unprecedented parental skills, courage, and determination.

Your donation of \$950.00 provides ten PCI coaching sessions to a parent or to a couple.

Your gift of any amount will be put toward this vitally important work. We very much appreciate your generosity. Please know how much you are helping families (and society) with it. Our future changes with your gift.

Please mail your tax-deductible donation, payable to the *Parent Coaching Institute* to:

Parent Coaching Institute
1400 – 112th Ave. SE., Suite 100 • Bellevue, WA 98004

Or give us a call for a donation by credit card: **425-401-1519**. I would love to talk with you about how the PCI is changing parents' world and in turn, our world, too!

With much gratitude,

Gloria DeGaetano
Gloria DeGaetano, Founder

pci PARENT COACHING INSTITUTE
Revitalizing Parenting through Prevention and Possibility™...Transforming our World