

**[LOGO]**

## **PRESS RELEASE**

**For Immediate Release**

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### **Local Business-woman Takes on Reward Boards!**

Local business-woman, Helen Broadhead, has taken over successful small business Reward Boards. Reward Boards are the only reusable reward charts available in the UK today, and their unique nature means that they can be used time and time again, saving parents valuable time and money. Reward charts or star charts are used effectively by parents to address a range of issues, from potty training to bed time behaviour. Children thrive on being rewarded and the majority of youngsters will respond positively to praise and rewards, as opposed to other more negative methods of behaviour management which can lead to upset and resentment.

Reward Boards have been designed by experts in child behaviour management. They have been piloted in educational settings for a number of years and are now being used successfully by parents across the UK. Reward Boards offers a wide range of different reward charts to suit every child's needs, and also offers a range of unique and innovative reward bands, bookmarks and stickers to add a bit of variety to the process.

Says new business owner, Helen Broadhead, "Since having my son (now 10 months old), I have become very interested in studying children's behaviour and how to manage it. When [www.rewardboard.co.uk](http://www.rewardboard.co.uk) became available for sale, I recognised that

this was a chance not be missed. The reward boards were innovative, inspiring and fun - they are such a fantastic reward system for children's behaviour, and the pleasure and motivation the children get from receiving a reward sticker to go on their chart is unbelievable. Reward Boards have been specially designed with a small number of achievable targets so that children do not become bored of trying to get their stickers.

“I know first hand how expensive it can be being a parent so Reward Boards tries to keep costs down as much as possible – our reward charts are affordable and can be used again and again. We are continually working on new designs to meet different behavioural objectives and to keep parents and children happy! I am hoping that our Reward Boards will very soon become widely available in the high street, through online stores and in schools and nurseries throughout the UK.”

### **Notes to Editors**

1. Reward Boards are available from our website, [www.rewardboards.co.uk](http://www.rewardboards.co.uk).
2. Each Reward Board costs just £4.99, including free postage and packing.
3. Anyone interested in stocking or selling our Reward Boards should contact us at [info@rewardboards.co.uk](mailto:info@rewardboards.co.uk).
4. Helen Broadhead is a successful artist and designer. She owns and runs [www.helenbroadhead.co.uk](http://www.helenbroadhead.co.uk), a hand-painted gifts and nursery accessories business, plus [www.paintedoccasions.co.uk](http://www.paintedoccasions.co.uk) which offers unique, contemporary artwork at affordable prices.
5. Helen Broadhead is based in Leeds, and can be contacted via email at [info@rewardboard.co.uk](mailto:info@rewardboard.co.uk), or by telephone: 07949 539594.