

FOR IMMEDIATE RELEASE

Media Contact: Emily Bradbury
802-598-6725
emilybradbury@mac.com

PARENTING ON TRACK™ LAUNCHES NEW MULTI-MEDIA HOME PROGRAM TO NATIONAL AUDIENCE

Middlebury, Vt. (May 18, 2009) – Building on more than 20 years of experience as a parent educator, Vicki Hoefle, founder and director of Parenting On Track™, announced the launch of her widely acclaimed parenting program to a national audience with the new Parenting On Track™ Home Program.

The Home Program is a multi-media course designed to help parents develop a proactive parenting approach based on building confidence, self-reliance and independence. Based in Adlerian Psychology, the program offers a diagnostic framework for parents to assess where their family is today, along with concrete tools to move intentionally toward their vision for the future.

“At best, we have 18 years to teach our children the skills they’ll need to walk into their adult lives with confidence and enthusiasm,” says Hoefle. “I’ve raised 5 kids and taught this class to thousands of parents, and I can tell you that this program works.”

The Parenting On Track™ Home Program tackles this lofty goal with a twelve-week course that begins with a discovery phase in which parents are challenged to look at their own belief systems and understand how they are interfering with, or encouraging, their children. From there, it moves into a suite of tools designed to help parents reach the goals they’ve identified for their family.

“Most parents come into the program with specific questions about a certain behavior—from whining to getting kids to help out around the house,” says Hoefle, “and we tackle those issues, but from an angle that looks at the root causes of those behaviors to provide a long term fix, not just a band-aid.”

“Parenting On Track has had an enormous effect on our family and the way we interact, for the better,” said Jen A. in her testimonial. “We have gained respect and increased independence, patience and organization. Our quality of life as a family has improved dramatically.”

The Parenting On Track™ Home Program is available online at www.parentingontrack.com for \$349.00 and includes a 4-DVD video set, 4-CD audio set, and a personal study guide. Parents may choose to add a one-year membership to an online support forum and personal coaching sessions at an additional cost.

Parenting On Track™ is a proactive, sustainable parenting strategy based on Adlerian Psychology. From eliminating “useless” behaviors such as whining and power struggles, to showing children that they are capable and important members of the family, the Parenting On Track™ program provides parents with tools to create a respectful and peaceful family life. The program was recently awarded The Baby Planners™ Seal of Approval. For more information, or to purchase the Parenting on Track™ Home Program, please visit www.parentingontrack.com or call (888)-660-7668.