



For information contact:
Deborah Massa, 610.241.2170
deb@kickstartsocial.com

FOR IMMEDIATE RELEASE

Fun and Function to Host Special Needs Podcast on Special Needs Talk Radio

New Show Debuts November 8th and Will Offer Occupational Therapy Advice for Home & School

Philadelphia– (November 2, 2011) – Fun and Function, Inc. (www.funandfunction.com), has teamed up with Special Needs Talk Radio to produce an engaging new podcast that will offer practical ideas, interesting conversation and powerful insight to help children with special needs thrive and tap into their potential. Co-hosted by Fun and Function founder, Aviva Weiss, OTR/L, and the company’s Director of Product Education and Innovation, Ilana Danneman, PT, Kids Can Thrive (<http://talkingspecialneeds.com/special-needs-corner>) will debut on November 8th at 11:00 a.m. EST and will continue to air in that time slot every Tuesday.

The broadcasts will touch on issues such as how to use movement as therapy at home or school; identifying fun activities that develop social skills with the least amount of stress; and which sensory equipment has an immediate effect on calming a child down. Guests will include parents of children with special needs, educators, pediatric therapists, doctors and community leaders. Each podcast will include Q&A time, in which parents can reach out to the hosts directly.

A schedule of shows through January 2012 is as follows:

- 11/8/2011 - Dress for Success! Supportive Clothing for Kids
- 11/15/2011 - Sensory Equipment Can Be Affordable
- 11/22/2011 - Holiday Meltdowns
- 11/29/2011 - Using Movement to Focus
- 12/6/2011 - Strategies to Motivate Sensory Under Responders
- 12/13/2011 - Strategies to Calm Sensory Over Responders
- 12/20/2011 - Disorganized Danny Gets a Makeover

- 12/27/2011 - Tools for Socialization
- 1/3/2012 - Designing Equipment for Special Needs
- 1/10/2012 - Helping Parents Help Themselves
- 1/17/2012 - Mouthing Matters
- 1/24/2012 - Homework Without The Hassle
- 1/31/2012 - Sensory Processing and Anxiety

“Ilana and I are thrilled to have this forum through which we can share what we know to help parents who are looking for guidance and support in raising their child with special needs,” said Weiss. “Every child deserves to live a happy, fulfilling life. That is what drives us and we can’t wait to start connecting with parents via this podcast to help them give their children the best opportunities possible.”

Weiss is sought-after for her expertise in creating inclusive environments where all children can thrive together, and has worked with a developmental pediatrician to guide children's museums toward improving experiences for children with special needs. Throughout her career, she has worked at leading institutions including Children's Hospital of Philadelphia and St. Christopher's Hospital. She earned her bachelor’s degree in Psychology from Touro College, New York, NY; and her master’s degree in Occupational Therapy from The Richard Stockton College, Galloway, NJ, graduating summa cum laude in both programs.

Danneman has been a physical therapist, specializing in acute care, spinal cord injury, outpatient rehab and pediatrics for the past 25 years. Eighteen of those years have been spent working closely with other therapists, teachers and parents of children with special needs. That knowledge has enabled Danneman to develop or adapt fun and affordable toys, clothes and other products to stimulate, engage and support the needs of children so they can reach their full potential. Danneman earned her bachelor’s degree at the Medical College of Georgia in physical therapy.

“These women work hard every day to develop tools that will calm, stimulate and engage children with special needs in therapeutic ways,” said Marianne Russo, founder of Special Needs Talk Radio. “We are honored to have Aviva Weiss and Ilana Danneman on our broadcast schedule and look forward to bringing their knowledge to the special needs community at large.”

###

About Fun and Function

Fun and Function (www.funandfunction.com) offers skill-building toys for children of every ability, promoting inclusive play at home, in school, and outdoors. Sold online and in toy stores nationwide, Fun and Function’s award-winning line includes language and social skills games, dress-up, foam scooters and inflatable products for active play, a rocket ship space tunnel, collectible chewies, clothing and accessories for sensory input, and more. Recommended by parents, pediatric therapists, and educators, Fun and Function helps children achieve their best and have fun at the same time. For more information or a free catalog, visit www.funandfunction.com, call 1-877-341-8062 or connect via Twitter and Facebook.