

MEDIA KIT

FACT SHEET

- [Be There Bedtime Stories](#) is an innovative new technology that is largely unprecedented, launched by a single, female entrepreneur
- Family members separated by distance can 1) choose a book from the online bookstore, 2) read it aloud in front of their webcam and 3) the video of the storyteller is embedded onto the page of the children's e-book then emailed/ accessible anytime via link
- Over 250 e- books in the Be There Bedtime Stories bookstore from educational to character building and from holiday to Spanish language titles including a variety of genres appropriate for ages two to eight years
- Stories are trademarked 'Webtime Stories' as they are shared from the web
- The technology has been awarded the [Mom's Choice Award](#)
- Creator Alison Sansone nominated for "[Women in Business Awards](#)"
- Published as 'Architect of Change' on [MariaShriver.com](#)
- A strategic partner of [Blue Star Families](#), offering free Webtime Stories and webcams to this nationally leading military family support organization.
- Invited to serve on the steering committee for the [Children's Literacy Coalition of Los Angeles](#)



Learn More: www.BeThereBedtimeStories.com

ABOUT CREATOR/FOUNDER

Alison Sansone was motivated to create this technology model based on a desire to be a part of her nieces' early childhood development, despite being separated by more than 1,500 miles.

As a proven business woman who has worked in both marketing and operations for Global brands, as well as a successful entrepreneur with her own media design company, [qualiant media design](#), Sansone embarked on the development of Be



There Bedtime Stories to fulfill her own need to connect with her two nieces.

Her experience with video production inspired the business model of connecting families across miles through the simple activity of a bedtime story.

Since the company's launch, Sansone has spearheaded the company's growth and strategic vision. She was selected as a finalist by the Irvine Chamber of Commerce Entrepreneurial Forum in 2011, during her beta launch. *Be There Bedtime Stories* qualified for the competition by receiving the highest number of public votes via the Youtube online voting criteria. Sansone was chosen from over 25 rising business stars, recognized for the best entrepreneurial ideas in 2011.

RELEVANT MARKET RESEARCH AND USER BASE:

- Grandparents are embracing technology that builds relationships: According to a [joint study by Microsoft and AARP](#), Baby Boomers are enthusiastic early adopters of technologies that align with their values.

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- Storytelling ranked higher than television or video games among pastimes for kids, according to [a study commissioned by Disney/Pixar](#).
- Aunts are also highly motivated to connect with kids: Nearly half of women in the US, under age 45, are childless; and, as women, they are inherently motivated to connect with nieces and nephews. A new market labeled PANKs - Professional Aunts No Kids - has emerged through the movement of [SavvyAuntie.com](#).
- Despite the fact that about 46 percent of the workforce and more than 50 percent of college students are female, they represent only about 35 percent of startup business owners (The Kauffman Foundation)
- Women are 50.8 percent of the U.S. population; they earn almost 60 percent of undergraduate degrees, and 60 percent of all master's degrees; yet they are only 14.6 percent of executive officers of Fortune 500 companies.

INTERVIEW TOPICS FOR THE MEDIA

(RADIO, PRINT, TELEVISION)

Alison Sansone is an excellent interviewer, quick witted, humorous and informative. Interview samples from NBC and Critical Mass radio interview available on website. Alison can share personal experiences and insights with the following tips for listeners and viewers:

Questions to ask during interview:

- What was the biggest risk that you took in launching your technology?
- What are some of the differences in your experience from corporate to startup?
- What are some of the discoveries you made about your product based on customer experiences and how did that impact your development?
- What is your long term vision for your technology/company?

Questions to ask in regard to cause partnerships during interview:

- Tell us about Be There Bedtime Stories' alliances with Blue Star Families to keep deployed military members connected to family at home

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- Tell us about your work with the [Children's Literacy Coalition of Los Angeles](#) and how video bedtime stories impact early literacy

Article Suggestions written and available by Alison Sansone:

- Are iPads Safe for Toddlers? Why Video Storytelling is Practical and Healthy Digital Media for Kids.
- How to Build Literacy With These Top Five Proven, Read-aloud Techniques Delivered by Video Bedtime Stories.
- How to Be There to Meet the Future Generations in Your Family: Three Things That You Can Do to Turn Bedtime Story Videos into Unique Family Keepsakes.

SUGGESTED TARGET AUDIENCE:

- * Woman leadership/entrepreneurs * Baby-Boomer Grandparents * Military Families
- * Family-friendly Media/Technology

To book Alison Sansone for an interview, please contact:

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"It's the experience that begins with storytelling and ends with the imagination of a child that drives our passion to enable families to 'Say More Than Just Goodnight.'" ~ Alison Sansone, Creator

CONNECT WITH BE THERE BEDTIME STORIES:

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