



# Creativity and Imagination Can Help Kids Succeed in New School Year

Bizy Moms, November 23, 2007

URL: <http://www.pr9.net/ent/education/6813november.html>

*National children's art expert offers advice on how kids' artistic endeavors can lead to academic success*

PR9.NET November 23, 2007 - New Braunfels, TX - The pressures for children to succeed academically are greater today than ever so parents are tuning in to unique ways to help their kids have an enjoyable yet productive school year. There are many simple, effective things parents can do to enhance their child's confidence level, attitude and academic performance says children's art expert, Shell Herman.

"Fun, interactive, artistic exercises that promote creativity and involve brain storming can help children succeed in the classroom," says Herman, CEO of KidzArt, a leading national art education franchise organization that promotes imaginative thinking and problem solving.

Herman offers the following advice on ways that artistic activities can help children succeed in the new school year:

1. Reduce the stress factor in your kids' lives- Provide a quiet area where your child can go to decompress from the school day. According to Herman, "Have art materials and simple household items available in a workspace area away from the TV or noisy siblings so your child can relax by doing an easy art activity."
2. Balance academics by introducing a "right brain" extra curricular activity- Allow children to exercise their right brain after a day of left-brain school academics. Right brain activity is stimulated by new events or activities, working with different colors, shapes and sizes as well as listening to music.
3. Develop and nurture creativity- Art is just one of the many creative activities that can help children improve cognitive development, strengthen communication, expressive skills and boost reasoning and organization skills. "By being able to explore their creativity, children can exercise skills which can strengthen their academic abilities and success in school," says Herman.
4. Allow children to make mistakes- Children often fear ridicule from their peers if they make a mistake. Unfortunately this same fear inhibits creativity and creative problem solving. "Allowing your child to experiment with art also allows them to take a risk and experience the creative process. This skill will serve them well in their academic pursuits," says Herman.

For more information on how creativity can help your child succeed in the classroom, call KidzArt at (800) 379-8302.

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## About Bizy Moms

Ekwa, an online integrated, interactive viral marketing tool that helps small business spread word about their endeavors, are two of the products inspired by the work-at-home phenomenon.