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Boca Beth Makes Green the Color of Happier Holidays and Brighter Futures

Award-winning bilingual education program goes green with sustainable packaging to make futures brighter for kids and the environment

Tampa, Florida (June 2008)-*Boca Beth*, LLC, a multiple award-winning bilingual language company specializing in Spanish/English language learning for ages birth-ten, announces the use of environmentally friendly product packaging this month to correspond with preparations for holiday shopping later this year.

With focus on sustainability and doing good for the earth, *Boca Beth* founder Beth Butler felt the importance of helping the environment for the futures of the children she reaches daily with her language program. "I cannot, with good conscience, continue to produce CDs that feature plastic cases which will fill up the landfills of the children I reach daily with my *Boca Beth* music and movement fun." Butler commented.

With preparations for the 2008 holiday shopping season underway, *Boca Beth* launched earth-friendly packaging to offer consumers a green option in the children's bilingual education genre. As society shifts to an eco-friendly perspective, and the need for early bilingual education continues to grow, *Boca Beth* offers a socially responsible choice for consumers looking to purchase bilingual education materials as gifts.

Boca Beth's green packaging includes CD jackets made from 100% recycled papers with soy-based printing, and is the start of an effort to ensure that every product *Boca Beth* offers will soon be eco-friendly. "As a business owner, I can make a conscious effort to reduce landfill waste by offering only 100% recyclable materials," Butler stated. "Bilingual education has never been more fun or eco-friendly!"

An iParenting Media Award winner, the *Boca Beth* program brings Spanish and English together for both traditional Spanish speaking children who need improvement with English, and non-Spanish speaking children to facilitate Spanish language learning. With gentle instruction and vibrant music, movements and creativity, the *Boca Beth* teaching method helps wire a child's brain for early-and lifelong-language learning. As more parents turn to educational materials for gifts in lieu of commercialized toys and games, *Boca Beth* has been a leading choice in the bilingual education category with a large selection of educational puppets, musical shakers, coloring books, CDs and DVDs to give children a wide range of stimulating learning fun.

Butler encourages parents to visit the *Boca Beth* website at <http://www.bocabeth.com> for more information about the *Boca Beth* program, and to get a head start on holiday shopping with fun educational materials for a lifetime of language enrichment.

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Ms. Butler is a nationally acclaimed speaker on the topic of bringing Spanish and English together for young children in the home and in the classroom. To schedule an interview or to book her for your next

Early Childhood Conference, corporate family event, PTA / school function, retailer's convention or children's group, call their bilingual office in Tampa, FL 813.855.5393 or directly to Ms. Butler's cell phone 813.244.1432 (se habla Español). To learn more about Boca Beth and bilingual learning, visit her blog at <http://www.bocabeth.net>, or the Boca Beth website at <http://www.bocabeth.com>.