



**Spiritual Child Development** – *the development and maturation of a child's awareness of a higher power and of creation. This process includes the enlightenment of, and respect for people of other belief systems.*

Little Lamb Properties

**PRESS KIT**

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## **The Little Lamb Story**

Passion is never more apparent than in the commitment a mother or father has to their faith.

Naturally, this passion is passed on to the child. But what happens when the child is first exposed to children of other faiths? Without proper guidance, confusion and conflict can set in. New Spiritual Child Development™ company, Little Lamb Properties™, LLC provides a wholesome avenue to introduce your child to the existence of other faiths in a setting that fosters respect and understanding. This introduction takes the form of fun-loving media characters of multiple faiths that behave and interact like children – they laugh, they live and they love their pals without prejudice or fear.



**Join us in a movement whose time has come.**



## **Ten Questions about Little Lamb**

**Q. What is the premise behind Little Lamb?**

A. Fact # 1 - the world is made up of many faiths.

Fact # 2 - your children, sooner than later, will interact with children of other faiths. At first interaction, confusion and conflict can set in. Little Lamb provides a wholesome avenue to introduce your child to the existence of children of other faiths in a setting that fosters respect and understanding.

**Q. How do you plan to disseminate this message of spiritual respect and compassion?**

A. This introduction takes the form of fun-loving media characters of multiple faiths that behave and interact like children - they laugh, they live and they love their pals without prejudice or fear.

**Q. How do you plan to tackle the intricacies of the individual faiths?**

A. The short answer is, we don't. The Company has taken great pain to draw a clear line of responsibility in the spiritual development of children. We do not attempt in any way to educate nor influence the child on the intricacies of any one religion - this is the parent's role as well as the spiritual leaders they choose to affiliate with.

**Q. What is Spiritual Child Development?**

A. A quick search on the Net under 'child development' triggers results that range from Intellectual Child Development to Emotional Child Development, and every other 'child development' in between, but no Spiritual Child Development ('SCD'). While you will find bits and pieces of this education falling under sub-categories of other areas of child development, we maintain that it is unquestionably deserving of its own category that demands its own focus. Our definition of SCD - the development and maturation of a child's awareness of a higher power and of creation. This process includes the enlightenment of, and respect for people of other belief systems.

**Q. Where does The Halo™ fit into all this?**

A. The Halo™ is a trademark (branding and legal) that you will always find to identify our main characters. For branding and entertainment purposes, we will apply a photo luminescent ink or gel to as many mediums as possible.

**Q. Aren't you compromising your message by putting one faith's (Christianity) icon over the others?**

A. We took care to make sure this did not happen. The halo is well represented to varying degrees in the scriptures of all five of the faiths personified in our characters.

**Q. If you're not educating the children on the specifics of religion, what are you teaching them?**

A. 1. That other faiths do exist.

2. That they have the right to exist.

3. That respect and compassion for people of other faiths is a 2-way street - to get it, you've got to be willing to give it.

**Q. What are you doing to ensure your message stays on point without offending any of the faiths?**

A. We all know how passionate the debate can be regarding interpretations within one's own faith, so you can imagine how exponentially more difficult this can be *if you allow it*. By staying on point and not venturing into the intricacies of any one religion, we mitigate the opportunity for confusion. Further, we have taken pains to ensure that all 5 faiths are represented on our Board of Advisors.

**Q. What are your product offerings?**

A. Currently, we offer Children's and Mom's apparel, illustrated children's stories, and in the near term, a line of plush. Within the next 12 months, we expect to release our first set of DVD's, along with a much broader line of toys and licensed products.

**Q. Where do you expect Little Lamb to be in 5 years?**

A. Intellectually, we are striving to become the de-facto authority in Spiritual Child Development™, where religious diversity becomes a welcome, rather than a taboo topic of discussion. Emotionally, we hope that the mention of Little Lamb will bring a warm and comforting smile to parents of all faiths.



## Spiritual Child Development

By Rodney E. Henderson

Spiritual child development... Fess up Mom and Dad – don't these words give you a warm and fuzzy feeling and put a trace of a smile on your face? The term spiritual child development often conjures up images of angels watching over and guiding innocent children.

But things get interesting when an adult is asked to define the term “spiritual child development.” Ask 10 people for their definitions and you’re likely to get nine different answers. The only reason you won't get 10 different definitions – the last guy cheated and mimicked what he heard someone else say!

Seriously, the concept of child development is easy enough to understand. If you need any help, Wikipedia.com is just a few keystrokes away. Intellectual child development... emotional child development – the definitions are all there. But **spiritual child development** is nowhere to be found, and it's the “spiritual” part that makes us start to hem and haw when we try to define the term.

Why should we even bother trying to nail down a definition for such an esoteric term? Well, according to the Center for Spiritual Development Center, there are at least 13 quantifiable reasons for wanting to support this initiative:

Spiritual development lowers a person's risk for:

1. Hypertension
2. Depression
3. Suicide
4. Promiscuity
5. Alcohol & drug use
6. Delinquent behavior
7. Physical injury (this is not a misprint)

Spiritual development heightens the likelihood of:

1. Civic engagement
2. Well-being
3. Hope, purpose and meaning in life

4. Positive self-esteem
5. Educational attainment
6. Longevity

SOURCE: Johnson, B. R. (2008). A tale of two religious effects: Evidence for the protective and prosocial impact of organic religion. In Kline, K. K. (Ed.), *Authoritative Communities: The Scientific Case for Nurturing the Whole Child*.

Most discussions on this topic will center on the child's faith. The degree of benefit derived (see above) will be directly related to the level of commitment a child has to his or her faith. But we at Little Lamb are taking a different approach. We propose that a high-level understanding of other faiths – or at the minimum an acknowledgement that other faiths do exist – is central to the healthy spiritual development of a child.

Just as a child's mind can be poisoned by the hateful vitriol of a bigoted parent or pal, we believe it can be sculpted into a mind that's accepting of other people of other faiths and religions. Our spiritual child development mission is relatively simple in concept, yet at the same time, wonderful and powerful. If done properly, it promotes all the good things listed above. We want our children to develop strong spiritual roots. How about you?

If spiritual respect and understanding are not taught at an early age, a complex of superiority (or inferiority) spawned by fear and ignorance can ensue, and we've all seen the negative – and sometimes horrific – consequences. Faith is an incredibly powerful force. Maybe even the strongest force of all. But it goes both ways.

The best chance for *healthy* and *blissful* Spiritual Child Development starts at a very young age. Is your child ready for this life-changing message? Are you?



## LITTLE LAMB KIDZ PRODUCTS

### Featuring The Halo™ Shirt

\$19.95



100% pre-shrunk cotton t-shirt. Available in adult and children sizes.  
\*Halo Glows in the Dark\*

### Little Lamb Creeper

\$14.95



Creeper: Cover-stitch ribbed binding on neck, shoulders and sleeves. Double-needle ribbed binding on leg opening. Reinforced three snap closure

## Little Lamb Mom Nighty

\$19.95



100% combed ring-spun cotton. Topstitch ribbed V-Neck collar. Taped neck. Double-needle hem sleeves and bottom.

## Little Lamb Short Set

\$19.95



T-shirt: White body. Contrast double-needle ribbed binding on neck and sleeves. Short: Four-needle covered elastic waist-ed. Double-needle hem bottom.

## Mother's T-Shirt

\$19.95



100% combed ring-spun cotton. Topstitch ribbed V-Neck collar. Taped neck. Double-needle hem sleeves and bottom.