

Contact: Julie Artz  
Telephone: 303.823.5180  
Email: [julie@attachmentparenting.org](mailto:julie@attachmentparenting.org)

For Immediate Release

## **Attachment Parenting International Designates October as Attachment Parenting Month**

*Theme, "Giving Our Children Presence," to be Celebrated Across U.S.*

Nashville, TN – August 25, 2008 – Attachment Parenting International (API, [www.attachmentparenting.org](http://www.attachmentparenting.org)), a non-profit global network of parenting support groups with more than 60 chapters in North America, today designated October as Attachment Parenting Month, which will be celebrated around the country according to this year's theme, "Giving Our Children Presence."

"More than ever, parents are seeking to offer their children every possible advantage, and research confirms the immense emotional, social and cognitive benefits to children from receiving one-on-one, unstructured time with their parents," said Barbara Nicholson, author and Co-founder of API. "Today's busy schedules can be quite an obstacle for families seeking quality time, and Attachment Parenting Month, with its theme of "Giving Our Children Presence," emphasizes the importance of – and ways to achieve – these moments."

Attachment Parenting chapters across the country are recognizing Attachment Parenting Month through local events spotlighting the importance of giving children presence. In honor of Attachment Parenting Month, API Co-Founders Barbara Nicholson and Lysa Parker will be making appearances at several conferences across the nation and launching their new book on Attachment Parenting, *Attached at the Heart*. API will hold online events throughout the month, including a blog carnival, book club, and a national membership drive to help spread the word about the importance of parents' presence in the life of a child.

"Attachment Parenting is moving above the radar," said William Sears, MD, noted parenting author, speaker and founder of [AskDrSears.com](http://AskDrSears.com), who wrote his first book about Attachment Parenting in the 1970s. "In nearly 40 years in pediatric practice and parenting our own 8 children Martha and I are seeing the long term benefits of attachment parented kids. They are caring kids who thrive on the quality of empathy. They are able to get behind the eyes of other people and imagine the effects of their behavior on others. They are high touch children in an otherwise high tech world. There's no doubt our world needs more AP kids."

API will promote all AP Month events through its Attachment Parenting Month Central web site, [apmonth.attachmentparenting.org](http://apmonth.attachmentparenting.org), where organizations and families can register their AP Month events, donate money or join API, find nearby AP Month activities, and review what the experts have to say about the importance of presence.

**Attachment Parenting** is based in the practice of nurturing parenting methods that create strong emotional bonds, also known as secure attachment, between children and their parent(s). This style of parenting encourages responsiveness to children's emotional needs, enabling children to develop trust that their needs will be met. As a result, this strong attachment helps children develop the capacity for secure, empathic, peaceful, and enduring relationships that follow them into adulthood.

**Attachment Parenting International (API)** is a 501(c)(3) non-profit member organization founded in 1994 to network with parents, professionals and like-minded organizations around the world. API's mission is to educate and support all parents in raising secure, joyful and empathic children in order to strengthen families and create a more compassionate world. In addition to providing assistance in forming Attachment Parenting support groups, API functions as a clearinghouse providing educational materials, research information, consultative, referral and speaker services to promote Attachment Parenting concepts.

API board and advisory board members include such noted parenting authors as Dr. William Sears and Martha Sears, R.N., co-sleeping specialist Dr. James McKenna, Lu Hanessian of LetTheBabyDrive.com, author Alice Miller and Jan Hunt of the Natural Child Project, among others.

More information about Attachment Parenting International can be found at [www.attachmentparenting.org](http://www.attachmentparenting.org).

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