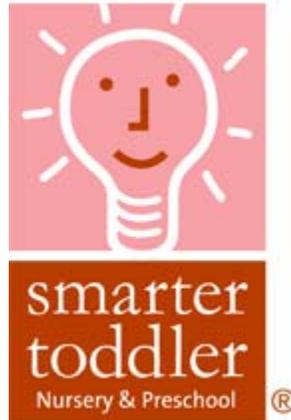


# Ban The Phrase "Terrible Twos" Says Popular NYC Based Nursery and Preschool



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Press Release Author = Jessica Collins/ [smarter Toddler](#)

Industry = [Education](#)

Press Release Summary = **Smarter Toddler Nursery and Preschool**



in New York City has announced a ban on the phrase Terrible Twos

Press Release Body = **Smarter Toddler Nursery and Preschool**

in New York City has announced a ban on the phrase Terrible Two's insisting that the term encourages and excuses bad behavior in Toddlers. "A two year old who

people refer to as a Terrible Two may need either more physical activity, more stimulating academic challenges or simply more 1-on-1 attention," said **Jessica Collins**, spokesperson for the school, "At **Smarter Toddler** we don't believe in the phrase Terrible Two's. What we do believe in is giving a child a combination of attention and special activities that help to keep their minds off of the need to begin what

some would describe as bad behavior. Smarter Toddler does that by providing children with a warm, loving, fun environment that focuses on the artistic, cultural and social development of each child”.

The teachers and management of **Smarter Toddler** would like the support of not only parents with children at their center but also parents, guardians and teachers everywhere to not use the term Terrible Two’s.



“Educators and psychologists have proved that negative statements are more likely to encourage negative behavior in not only children but adults also,” said Ms. Collins. “Call Johnny a bad boy and your likely to get a bad boy. Instead of saying Terrible Two, using the term Terrific Two is much more positive and likely to encourage and expect good behavior in a child”.

### **About Smarter Toddler:**



**Smarter Toddler** is a Daycare Center and Preschool on Manhattan’s Upper West Side founded by parents of gifted toddlers who wanted a progressive preschool with an advanced arts-based curriculum that their own children could benefit from, hence the name. It has long been proven that a child’s brain is like a dry sponge capable of absorbing knowledge at a much faster rate than

an adult's. As a result, at **Smarter Toddler** you’re never too young to begin learning. Since the first **Smarter Toddler** location at 89th street became popular a new location at 55th street and 9th avenue near Lincoln Center is planned for September 2007.

### **Smarter Toddler (Nursery, Daycare Centers, Preschools, Early Childhood Schools)**

**Upper West Side Location:**

**100A West 89th Street**

**New York, NY 10024**

**Midtown Location near Columbus Circle (opening September 2007)**  
**400 West 55th Street**  
**New York, NY 10019**

**WEBSITE: <http://www.SmarterToddler.net>**  
**PHONE: (212) 721.9782**

**Web Site = <http://www.SmarterToddler.net>**

**Contact Details = Smarter Toddler (Nursery, Daycare Centers, Preschools, Early Childhood Schools)**  
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**New York, NY 10024**  
**PHONE: (212) 721.9782**