



Booty Camp® Potty Training Program as featured in People Magazine is launched on DVD

May 16, 2009 ---West Chicago, Il. Potty Training is a daunting task, and not one taken lightly by any parent. Registered Pediatric Nurse and Neonatal Specialist Wendy Sweeney has successfully potty trained over 650 children in her private practice during the last 6 years. As a result of overwhelming demand from parents globally who have seen or read about Sweeney's Booty Camp® method in People Magazine, The Today Show, or any one of the CBS, NBC or ABC networks, the Booty Camp® DVD Potty Training Package has been launched.

“Unlike other potty training DVD's out there, this one is for the parent. It is an instructional DVD for the parent and comes with all the resources necessary to get their child potty trained while building the child's sense of personal responsibility in the process,” says Sweeney.

Using the principles used in her private sessions, Sweeney has created the Booty Camp® Potty Training DVD Package which combines the same proven potty training methods with effective behavioral techniques that result in a valuable parent/child experience that gets positive results, in the privacy of the caregiver's home.

“I'm thrilled to be able to extend the reach of this highly successful training method beyond the confines of my private practice,” says Sweeney. “For years I have attended to calls from people all over the globe, some willing to travel, others just frustrated at their inability to get their child successfully trained through the methods they were trying. Launching the program on DVD for worldwide use is the achievement of a personal goal I have always held for helping more families.”

The Booty Camp® Potty Training DVD Package accommodates children with special needs as well as those of developmentally on-target needs. Modifications for children with special needs are clearly outlined in the manual enclosed in the package.

The Booty Camp® Potty Training DVD Package includes 60 minutes of DVD instruction, supplemental CD, Instruction Manual, Magnet, Flashcards, and positive reinforcement tools including tattoos, stickers, a T-Shirt and a reward success ribbon.

The Package is available online at www.bootycampmom.com/dvd.html.

About Wendy Sweeney

Wendy Sweeney, who is herself a mother of six, is a graduate of the Triton College School of Nursing and has specialties in both pediatric and neonatal intensive care. During her thirteen years as a Registered Nurse, Sweeney has worked for several Chicago area hospitals including Gottlieb Memorial Hospital, Norwegian American Hospital, and the prestigious Loyola University Hospital. For the last 6+ years, she has managed a successful private Booty Camp® Potty Training practice in West Chicago.

Wendy is a qualified instructor in child disciplinary classes, sibling classes, newborn care, and breastfeeding. She is also CPR certified through the American Heart Association.

Editorial review copies are available by special arrangement, contact Lori Gertz, at Freakin' Genius Marketing, by calling 847-882-4234 or emailing Lori@freakingeniusmarketing.com.