

Media Release
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Help for Parents to Avoid kids Shopping Tantrums this Christmas

Parents can avoid kids' supermarket tantrums this Christmas by viewing the shopping experience as an opportunity to spend quality time with their children.

Mother of two and Doubleview Inventor, Lauren Angove said that shopping with kids this Christmas didn't have to be difficult.

"With the right planning and preparation, shopping with kids can be an opportunity for quality family time," said Mrs Angove.

"Most parents have probably experienced the nightmare of a toddler tantrum in the shopping aisle of their local supermarket," she said.

"And there's nothing worse than to have the disapproving glare of other shoppers while you drag your child cup and off the floor while they scream and cry."

"I've seen some mothers dump their shopping and flee in embarrassment, or resort to smacking or shouting and screaming themselves."

"Throw in some Christmas stress and the entire shopping experience can turn into a nightmare."

Mrs Angove offered the following advice for parents heading to the shops this Christmas with their children in tow:

- Change your mindset from one of need to get a chore done, to creating a fun experience for your children.
- Consider the timing – make sure you choose a time when your children are well rested.
- Know your child's limits, and don't expect to get all your shopping done in one hit: Split your Christmas shopping list into smaller lists and make several shorter visits.
- Avoid shopping at meal times and prepare health snacks and something to drink for both yourself and your children.
- Depending on the age of your children, it can be helpful to prepare games for them to play that involve them in the shopping experience: The supermarket is filled with numbers, food, shapes, colours and words, which make the perfect basis for games for young children.

Mrs Angove said she was forced to devise strategies to cope with shopping with her then two year old boy because her husband worked on a fly-in-fly-out basis and he was often not at home to help.

In response to her own needs she invented a new product called Trollipop which fits to a shopping trolley and organises everything both parents and children need for a happy shopping experience.

Trollipop fits easily to a supermarket trolley and has many features to help parents with children while shopping with room to store snacks and drinks, shopping lists and other small items needed. It also has a couple toys to keep them entertained and involved in the shopping experience.

A limited number of Trollipop are now at www.trollipop.com.au. Trollipop goes into full production in March 2012.

Living in Doubleview, 36 year old Lauren is a married mother of two boys aged five years and 15 months.

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High resolution images and interviews and available on request.

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