

State Themed Flash Cards for your Bright Eyed Baby

LOS ANGELES, CA, UNITED STATES, August 14, 2014 /EINPresswire.com/ -- You might not expect someone who's used to the fast pace of television production to switch gears from split-second deadlines and global travel to something as simple as flash cards. But you don't know Ashley Holm, who after 10 years as a television producer, where it was her mission to bring someone else's creative vision to life, discovered that she was ready for a new direction. Her state themed flash card [Kickstarter crowdfunding campaign](#) is seeking to raise \$7,500 by August 29 so that her company, Bright Eyed Baby, can begin to manufacture the cards for production.

Of course, the birth of a son had something to do with her new direction as well. It was when she was traveling with her young family and heading from her home in California to her native state of Colorado that she realized that domestic travel is just as fascinating as the exotic locales of the world. But when shopping for a souvenir from Colorado, Holm wondered why a state that offers its visitors so much—the Rocky Mountains, River Rafting, and Columbine Flowers—would have so little to offer in its gift shops. How many onesies, stuffed animals, collectible spoons, and snow globes can a child's nursery use?

On the plane ride back to California, Holm began to think about the individual qualities of the 50 states, and how she could teach her young son how to appreciate what he sees when he travels with his family. She realized that one of the best ways to teach children is to



Texas, and Hawaii—including 30 cards featuring vocabulary words, the state flower, flag, tree, and animal, as well as special cultural characteristics. What would Washington be without its apples, its evergreen trees, its otters, and of course, recycling? Avocados, anyone? That's for California, along with gold for a touch of forty-niner history, along with palm trees and the Golden Gate Bridge. Each state to come in the flash card series will serve as a miniature Fodor's Guide for that youngest generation of travelers. Not only are they learning about their home states, but they also learn about the other states as well, an important consideration for today's geography-challenged students. But just as important as the learning aspect of the state themed cards is their knack for turning what could just be a geography lesson into family time. This is the state where Mommy was born. That state is where the family is going on vacation next year. This state is where Grandma and Grandpa live. As kids study the states, they're also learning about the people they love.

About State Themed Flash Cards

Ashley Holm and her company Bright Eyed Baby (www.brighteyedbabystore.com) are producing state themed flash cards that explore the unique characteristics of America's states in a format that entertains and educates young children. Holm, a former television producer who spent 10 years traveling the globe on deadlines, began to look at travel with new eyes and a new pace after her son was born. With artwork by illustrator Vaclav Bicha and production guidance by AdMagic, Holm's state themed flash cards are built to endure the tough handling of little ones who will be learning while they play. Bright Eyed Baby's Kickstarter crowdfunding campaign, with a deadline of August 29, has nearly

reached the halfway mark of \$7,500.

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