



potty-training tools for toddlers  
charts, books, kits, rewards, and more!

## **POTTY TOTS® CORPORATE FACT SHEET**

### **Corporate:**

- Founded in October 2007, Potty Tots® offers comprehensive, child-centered potty training products and online resources. The company focuses on the need for a fun, stress-free potty training experience by using a group of ethnically diverse preschool characters who engage children in singing and dancing their way through the six steps of potty training.
- The Potty Tots business was founded in an attempt to offer a product and resources, which worked for all children, including those of color and those who might have been diagnosed with disabilities such as Reactive Attachment Disorder, Autism, Autism Spectrum Disorder, Pervasive Development Disorder. These kids who commonly have issues with potty training and need structure to feel secure, function best with a lot of visuals and structured programs, which include positive reinforcement and tangible rewards.
- The Potty Tots unique kit, complete with storybook, animated DVD with bonus music videos, step-by-step illustrated potty chart, and progress game chart, became available for purchase online and in select retail establishments in August 2008.
- In August of 2008 the Potty Tots also launched their potty training program and their online community of support and resources at [www.pottytots.com](http://www.pottytots.com). The site includes a “Parent’s Page” with an FAQ section; an online informational newsletter, “Tidbits for Toddlers;” and “Tales from Toddlerhood,” a Blog which offers parents a forum to share experiences and seek advice from others in similar situations. There also is a “Just for Tots” page, which includes coloring-pages, interactive games and a “Meet the Potty Tots” page, as well as a Potty Tots “Diploma,” which can be customized and printed once the child’s potty training has been mastered.
- Potty Tots debuted their product and their online community at the ABC Kids Expo in Las Vegas in September of 2008.

### **Principals:**

Jill Leech, Founder & President

Greg Leech, VP Sales & Marketing

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### **Mission Statement:**

To provide creative, fun and safe products and programs that are child-centered and designed to build self-esteem, confidence and independence. The Potty Tots goal is to provide our customers, suppliers and employees an experience and environment that is always focused on what is best for children, through our products and our actions, in our business and in the world community.