



## Dr. Harvey Karp Brings Best-Selling Parenting Guides to Life in Cinemas

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**NCM Fathom Events, BabyCenter™ & SwaddleDesigns Present "Parent's Night Out with *The Happiest Baby & Happiest Toddler*" in Select Movie Theaters Nationwide on Thursday, June 21**

**Ali Landry, Actress, Entrepreneur and Mother of Two, Hosts Exclusive LIVE One-Night Event**

CENTENNIAL, Colo.--(BUSINESS WIRE)-- Finally, kids *do* come with instructions! America's favorite pediatrician, Dr. Harvey Karp is taking his groundbreaking parenting solutions to the big screen for the first time ever. NCM Fathom, BabyCenter™ and SwaddleDesigns present a special live event, [Parent's Night Out with \*The Happiest Baby & Happiest Toddler\*, starring Dr. Harvey Karp](#), on Thursday, June 21 at 7:30 p.m. local time. Expecting moms and dads, parents of infants and toddlers, — even grandparents, nurses and nannies — will want to visit their local movie theater to watch as Dr. Karp reveals the surprising tips and tricks that have made his celebrated books and DVDs among the top parenting guides in history. Audiences will enjoy live demonstrations, watch footage of parents in action, and take part in a hot-topic parent Q&A session. Families will learn simple solutions to help them raise happy, well-behaved young children — and get more sleep, too.

Tickets for [Parent's Night Out with \*The Happiest Baby & Happiest Toddler\*, starring Dr. Harvey Karp](#) are on sale now at participating theater box offices and online at [www.FathomEvents.com](http://www.FathomEvents.com). For a complete list of theater locations and prices, visit the NCM Fathom Events website (*theaters and participants are subject to change*). This exclusive LIVE one-night event will be broadcast to more than 575 select movie theaters across the country through NCM's exclusive [Digital Broadcast Network](#).

According to a [BabyCenter.com](#) survey, more sleep is the No.1 desire for families — even ahead of more time or money. The study found that lack of sleep also makes moms feel frustrated (58 percent), irritable (78 percent), unable to focus at work (37 percent) and distant from their spouse (35 percent). Weaving modern science and ancient wisdom, Dr. Karp will showcase key ideas from *The Happiest Baby on the Block*, *The Happiest Toddler on the Block* and his much anticipated, new book, *The Happiest Baby Guide to Great Sleep* (Birth-5 years) during the event to eliminate the sleeping problems all parents face.

"Even loving parents can feel pushed to the limit by their baby's screams or by toddler explosions," said Dr. Karp. "But some simple steps give parents the tools to calm even colicky babies, soothe tantrums fast and boost cooperation in just days! You almost feel like you're 'flipping a switch.'"

The evening will be hosted by actress, entrepreneur and former Miss USA, Ali Landry who is mom to four-year-old Estela and eight-month-old Marcelo. Named by *People* magazine as one of the 50 most beautiful people in the world, Landry is the founder of the new, parenting product rating site, [Spokesmoms.com](#).

"My husband and I use Dr. Karp's advice every single day! It has been a total lifesaver!" Ali said. "I'm excited to host this event which will help moms and dads across the country learn Dr. Karp's techniques to get a good night's sleep and have a happy family."

Millions of parents — from stay-at-home moms to superstars like Madonna, Michelle Pfeiffer, Larry David and Jewel — have turned to Dr. Karp to learn his secrets for making babies calm, toddlers patient and cooperative, and all young children sleeping well and happy. In 2002, Dr. Karp captured national headlines — and made parents cheer — with his breakthrough solution to the 3,000-year-old mystery of why babies cry in *The Happiest Baby on the Block* book/DVD. Next, he wowed America by unveiling his surprising tips to stop most temper tantrums and build toddler patience, in *The Happiest Toddler on the Block* book/DVD.

"As a working mother, I'm looking forward to this insightful — and entertaining — one-night event that brings Dr. Karp's breakthrough solutions to real parents live at local movie theaters across the country," said Shelly Maxwell, executive vice president of NCM Fathom Events. "Experienced parents, newbies, pregnant couples — even those just *thinking* about having a baby — won't want to miss 'Parents Night Out' with Dr. Karp."

Dr. Karp's DVDs and books have sold millions of copies worldwide. Their popularity have made him America's most trusted pediatrician. *The New York Times* applauded his work by proclaiming, "Roll over, Dr. Spock!" Like Dr. Karp's previous works, his new groundbreaking book, *The Happiest Baby Guide to Great Sleep* (available June 12<sup>th</sup>), promises to shatter dozens of long-held myths and revolutionize ideas about how to best help young kids sleep.

"I founded SwaddleDesigns with the desire to help new parents calm and comfort their babies so everyone could get more sleep. Nearly ten years ago, I met Dr. Karp and I was delighted to discover that we shared a common mission to help parents prevent exhaustion and sleep deprivation," said Lynette Damir, RN, CEO and creative director of SwaddleDesigns. "It's an honor to partner with Dr. Karp at the first-ever nationwide Parents Night Out cinema event."

### **About National CineMedia (NCM)**

NCM operates NCM Media Networks, a leading integrated media company reaching U.S. consumers in movie theaters, online and through mobile technology. The [NCM Cinema Network](#) and [NCM Fathom](#) present cinema advertising and events across the nation's largest [digital in-theater network](#), comprised of theaters owned by AMC Entertainment Inc., Cinemark Holdings, Inc. (NYSE: CNK), Regal Entertainment Group (NYSE: RGC) and other leading regional theater circuits. NCM's theater advertising network covers 181 Designated Market Areas® (49 of the top 50) and includes over 19,000 screens (approximately 17,800 digital). During 2011, over 670 million patrons (on an annualized basis) attended movies shown in theaters in which NCM currently has exclusive, cinema advertising agreements in place. The [NCM Fathom Events](#) live digital broadcast network ("DBN") is comprised of over 700 locations in 167 Designated Market Areas® (including all of the top 50). The [NCM Interactive Network](#) offers 360-degree integrated marketing opportunities in combination with cinema, encompassing 42 entertainment-related websites, online widgets and mobile applications. National CineMedia, Inc. (NASDAQ: NCMI) owns a 48.6% interest in and is the managing member of National CineMedia LLC. For more information, visit [www.ncm.com](http://www.ncm.com) or [www.FathomEvents.com](http://www.FathomEvents.com).

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