

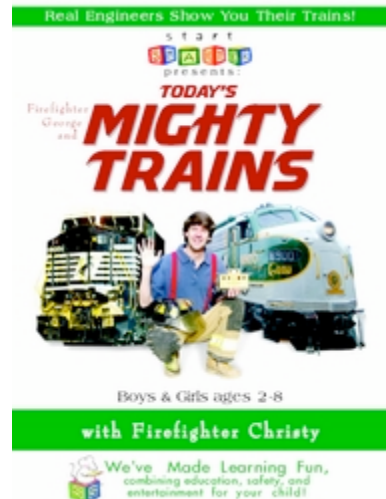


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New Video Sure to Excite Kids: "Today's Mighty Trains"

Start Smarter continues its award winning tradition with the release of its fifth video -- "Firefighter George and Today's Mighty Trains." The video teaches children how trains work and explains lessons on train safety!

Join Firefighter George as he teams up with Firefighter Christy and Junior Engineers to teach children all about today's mighty trains and the top 10 lessons on train safety. In this exciting video, children learn about the different types of railcars on freight, passenger and circus trains. Children will see the engineer in the cabs of Diesel-Electric and Transit Trains. Ride along and watch the fast powerful locomotives roaring over high bridges, through dark tunnels and around sharp curves. Viewers will appreciate the video's educational value as it keeps children engaged from start to finish. AAR's RailFanClub is pleased to have provided support in the making of this video along with other organizations such as Operation Lifesaver.



Mary Ruth, a children's literature specialist, offered the following review:

"Firefighter George continues his enthusiastic delivery after his first video on Steam Trains in telling young children more information about modern trains and the trains they can see in their cities and museums. Train safety is once again a large focus of this video. Here, children learn what is in the cab of a Diesel Electric train and how the engineer makes it go. Words come across the video screen as Firefighter George explains the different levers and gears they use in the cab. Children will learn the different names of the cars on a freight train, like Box Car and Tank Car. Children will learn about the difference between a freight train, a subway train, and a passenger train. They will see how the cars are coupled together and how a real train yard operates. And children will absolutely love watching the elephants, tigers, horses, and zebras loading in and out of the circus train. However, the most important aspect of this video is their dedication to teaching the top ten lessons on train safety to the children. We know of no other children's video that teaches like these two videos do. As parents and grandparents continue to be ever so careful about what they let their children watch, they will feel good about the way these safety lessons help prepare their children to make good decisions when put in difficult situations. Children will be caught up in the excitement of this close-up view of trains and will be a favorite of all train enthusiasts."