



2007-03-27

... a free e-newsletter sparks ideas for fun family adventures?

KidsOffTheCouch.com is a free e-newsletter—illustrated by children’s artist Laura Cornell—that provides families with a fully detailed “Popcorn Adventure” each week. Through the pairing of a great film and a cool cultural outing, Sarah Bowman and Diane Shakin take the work out of weekend planning by connecting the film’s themes to a related excursion into local culture. Designed for today’s busy families, the website provides discussion points about the film, addresses and phone numbers for the adventure and practical tips from two families who have road tested it all.

First launched in Los Angeles, the program is going national and will suggest venues that are easily accessible in most cities across the country. Examples include pairings of “The Secret Garden” and an afternoon sketching flowers in your own local garden, “Apollo 13” and star gazing or “Mr. Smith Goes to Washington” and a family trip to the voting booth.

KidsOffTheCouch.com’s founders Diane Shakin and Sarah Bowman yearned to take back the weekend from the endless crush of birthday parties and sports games. Faced with the dreaded creep of screen-time in their kids’ lives, they made the radical choice to get on the couch with them. Through the process they unearthed memorable films, from classic to campy, and exposed their kids to cinema the way their teachers expose them to literature. After exploring Los Angeles on many successful outings, these savvy moms decided to share their secret with families everywhere, and KidsOffTheCouch.com was born.
KidsOffTheCouch.com.