

Women's Enterprise Client, Mimic Baby, Hits Hollywood!

Between gift baskets at the Oscars and Golden Globe pre-parties, celebrity parents these days can't help but learn about *Mimic Baby Sign Language*. Selena Lohan's baby sign language DVD's are helping parents, including those in Hollywood, to communicate with their infants and toddlers before they can even speak.

Lohan's idea to produce and sell an instructional, but entertaining DVD that demonstrates over 100 American Sign Language signs for communicating with pre-verbal children, was a natural process.

"I have been signing for 12 years; since I met my husband who is deaf. We had our son and working in the film industry was no longer feasible for me, so I thought it would be easier to start my own business," says Lohan.

While going through the process of trying to teach sign language to her son, the vision for her business became clear. "My boy was my guinea pig and he was amazing. To have your tiny infant clearly tell you what he wants is a parenting dream. But when my baby was able to tell me what he felt, and even what he dreamed ... I was moved to tears."

After teaching sign-language classes for about a year, Lohan recognized that she could do so much more. "I realized that I am not omnipresent and a DVD would be a smarter way to reach more customers. I also felt that the DVDs available at the time were informational, but boring. I could make sign language so much more fun...and I did!"

Selena and her husband Max used their experience with sign language, acting, writing, and parenting to develop a teaching program with the right baby-centric vocabulary. Soon after, they started production of the first Canadian Edutainment DVDs on Baby Sign Language.

Now in stores across Canada and in the United States, their Mimic Me DVDs are encouraging early communication and closer family bonds.

Women's Enterprise Centre has assisted Selena on the road to success by providing a loan and training in marketing to help her get her video to the mass market, including the rich and famous.

Since the introduction of Mimic Baby to the Hollywood scene, Lohan has received a thank you from Courtenay Cox and David Arquette. She is also aware that her video is in the hands of parents Angelina Jolie and Brad Pitt, as well as Dancing with the Stars celeb Samantha Harris, who has just announced that she is expecting.

Selena Lohan isn't even close to finished when it comes to communicating with sign-language. Her latest venture is Mimic Mutt, a fun instructional DVD to teach sign language to dogs!