



State of New Mexico

Office of the Governor

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First Lady Barbara Richardson announces arrival of 18,000 “Baby Einstein” Videos for New Mexico families

CYFD to distribute first tapes on Saturday at ‘Dia de Los Ninos’

Santa Fe - First Lady Barbara Richardson and Children, Youth and Families Secretary Mary-Dale Bolson are pleased to announce the arrival of 18,000 “Baby Einstein” VHS tapes. The tapes are being donated to New Mexico’s children from The Baby Einstein Company.

“Parents are a child’s first teacher,” said Mrs. Richardson, who secured the donation of the materials. “These groundbreaking films will reinforce that role.”

The videos included in the donation are some of the most popular: “Baby Mozart,” “Baby Bach,” “Baby Einstein Language Nursery,” and “Baby Van Gogh”.

“CYFD is proud to participate in this program. Greater family interaction, even at the earliest levels, is essential to a strong, positive upbringing,” said Secretary Bolson.

Secretary Bolson will distribute the first batch of videos Saturday, May 1st at the National Hispanic Cultural Center’s ‘Dia de Los Ninos’ at 1pm. The event will be located on the NHCC Plaza, at 1701 4th Street SW. In addition to the videos, the first ‘Day of the Children’ celebration will include hands-on art for children, live music, storytellers, games and prizes.