

L.A. Parent

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A Dreamy Solution to Bedtime Blues

Every parent knows the frustration of trying to soothe, trick and cajole an unwilling preschooler to sleep. In the face of such a situation, many parents also turn to off-the-cuff storytelling to lure their child into slumber. For Steve Syatt, the bedtime stories he told his son nearly 17 years ago are now the material for a new children's book, CD and plush character.

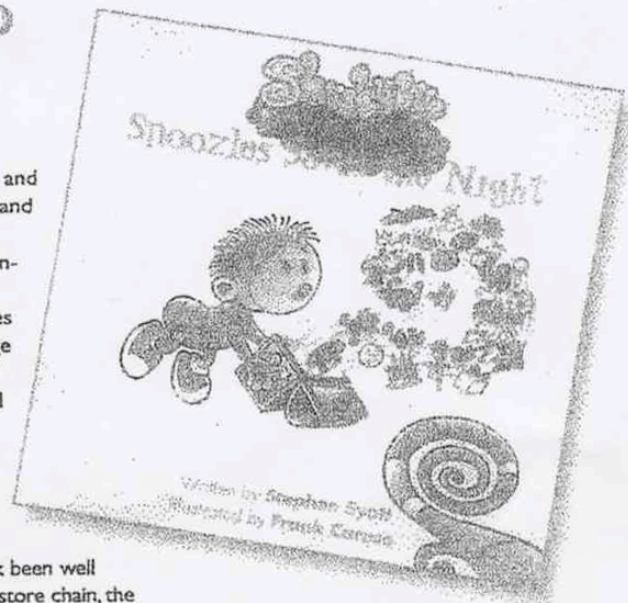
Shushybye: Snoozles Saves the Night is a charming 32-page picture book about a boy and girl who miss their "dream boxes" that are delivered each night by train from "Shushybye" to sleeping children. The book and companion CD of pop melodies is designed to help parents prepare preschoolers for bed.

"It worked for us as parents," says Syatt, a Los Angeles public relations and marketing specialist. "My son needed this. We just had night after night where he wouldn't sleep. We wanted him to sleep well, and these sto-

ries absolutely worked."

The *Shushybye* book and CD, with songs written and composed by Syatt, are being promoted this summer at Borders bookstores in the Los Angeles area. "I liked the message that the book had and I thought it was delivered in a sweet way that wasn't overly cloying," says Lita Weissman, area marketing manager for Borders.

Not only has the book been well received by a major bookstore chain, the product impressed representatives of the FAO Schwarz toy store. The *Shushybye* books and dream boxes are scheduled to be part of the company's grand opening of new stores in Manhattan and Las Vegas in August. "To me, this is a whole dream come true," Syatt says.



Shushybye Book Reading & Live Music Tour: 7 p.m. June 12 Borders, Thousand Oaks; 7 p.m. June 18 Borders, Simi Valley. 818-501-3750; www.shushybye.com.

— Marilyn Martinez