

MEDIA KIT: TEACHING MADE FUN™

1. COMPANY FACT SHEET

- **Company Name:** Teaching Made Fun, Inc.
- **Headquarters:** Spring Hill, Florida
- **Website:** <https://teachingmadefun.com/>
- **Mission:** To support children's emotional readiness for learning—without adding more demands on teachers or parents.
- **Core Technology:** Proprietary "Cognitive Anchoring" music personalization.

2. THE STORY

Short Version Teaching Made Fun™ is a Florida-based education company specializing in personalized learning music. Inspired by the founder's own children, the company uses "Cognitive Anchoring"—weaving a child's name directly into lyrics—to increase attention, focus, and confidence. Our goal is to provide emotional readiness tools that assist schools and families without adding financial pressure.

Long Version Teaching Made Fun™ was founded by Arthur Wetsman after watching his own sons, Matthias and Jacob, navigate learning hurdles. Realizing that personalized encouragement could change a child's trajectory, Wetsman developed a system to weave children's names into educational songs, creating instant engagement through a method known as "Cognitive Anchoring."

Today, Teaching Made Fun, Inc. offers a dual-track ecosystem:

1. **For Schools:** A "Classroom Harmony System" that aids teachers with transition and focus management.
2. **For Families:** Personalized "Legacy Anthems" and learning courses (Early Math, Reading) featuring the "Teacher Myrliza" persona.

We operate on a unique "Freemium Fundraiser Model," ensuring schools receive our tools at no cost while generating revenue through optional personalized parent purchases.

3. LEADERSHIP TEAM

Arthur Wetsman *Founder & President* Arthur Wetsman is the inventor and entrepreneur behind Teaching Made Fun, Inc. Based in the Tampa, Florida area, Art has founded multiple companies in the software and manufacturing sectors. His shift into the educational space was personal: driven by a desire to help his sons overcome learning barriers, he began producing custom music tracks designed to boost their retention and self-esteem. This experiment evolved into the "Teaching Made Fun" platform, which now combines AI-assisted personalization with structured curricula to help children everywhere achieve emotional and academic readiness.

Lucas Garcia *Vice President* Lucas Garcia serves as Vice President, playing a critical role in the creative direction and production of the company's custom music tracks. His work is defined by a

singular mission: to provide a powerful, positive message for the next generation. Driven by the belief that the words children hear fundamentally shape who they become, Garcia focuses on ensuring every song serves as a tool for character development. He is dedicated to using the platform to instill confidence and help shape the minds of future leaders.

4. THE SCIENCE BASE: WHY IT WORKS

Teaching Made Fun™ does not rely on passive listening. Our "Cognitive Anchoring" methodology is engineered around three established principles of educational psychology and neuroscience.

1. Selective Attention

- **The Science:** First defined by cognitive scientist Colin Cherry (1953), this phenomenon describes the brain's ability to instantly filter out background noise and focus attention when it detects a highly salient stimulus—specifically, **one's own name**.
- **Our Application:** By weaving the child's name directly into the melody and lyrics, our audio tracks bypass the "noise" of a busy classroom or home, triggering the Reticular Activating System (RAS) to heighten alertness and focus instantly.

2. The Self-Reference Effect (Memory Retention)

- **The Science:** Studies in memory encoding (Rogers, Kuiper, & Kirker, 1977) demonstrate that individuals recall information significantly better when it is linked to themselves. This is known as the "Self-Reference Effect."
- **Our Application:** Traditional educational songs speak to a general audience. Our personalized "Legacy Anthems" frame the child as the protagonist of the lesson, utilizing self-referential encoding to deepen the retention of academic and emotional concepts.

3. Auditory-Motor Entrainment (Emotional Regulation)

- **The Science:** "Entrainment" is the tendency of the human body (heart rate, breathing, and brainwaves) to synchronize with external rhythms. Research in music therapy shows that specific tempos can effectively down-regulate cortisol levels and reduce anxiety (Thaut et al., 2005).
- **Our Application:** Our "Classroom Harmony" tracks use specific beats-per-minute (BPM) designed to physically lower energy during transitions (e.g., coming in from recess) or raise energy during active learning, giving teachers a non-verbal tool for behavioral management.

5. APPROVED MEDIA ASSETS & QUOTES

Official Disclaimer *Please include the following in all product reviews:*

"Teaching Made Fun™ educational materials and music are for entertainment and soothing purposes only. While methods are based on acoustic research, they are not a medical device and are not intended to diagnose, treat, cure, or prevent any medical condition or developmental disorder."

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