
Now Available – A Crowdfunded Video that Educates Children All About Food Allergies

The Kyle Dine & Friends DVD uses Music, Puppets and Games to fill a Resource Gap of Allergy Education in Four Languages

TORONTO (Sept. 22, 2015) – With food allergies affecting the lunch boxes of roughly two students in every elementary school classroom, it’s hard to believe that there has never been a video to teach students what food allergies are all about. Anaphylaxis is not a particularly “child-friendly” term, but when conveyed with music, puppets and games, allergy educator and entertainer Kyle Dine has found the winning formula with his Kyle Dine & Friends DVD.

After performing allergy awareness assemblies at over 600 schools for nearly a decade, Dine wanted to reach even more classrooms by putting his messages on video. The need for such a resource became very apparent through an instantly successful Kickstarter campaign that raised \$30,000 – 150% of his original goal.

As the prevalence of food allergies is growing steadily, so has the demand for Kyle Dine’s “You Must Be Nuts!” schoolwide assembly. Dine knows how eager educators and school administrators are to have a “just press play” tool that can educate students about food allergies at any time in the school year. “I visit over a hundred schools a year reaching tens of thousands of students and am excited to think that this video will reach even more,” admits Dine. “This video can be shown in classrooms and contains the same topics presented in my school assemblies along with quizzes and a teacher resource guide.”

The 2-disc DVD set includes two separate shows aimed at children aged 4-7 & 8-11 respectively. “The videos are consistent with my assemblies which are split between kindergarten to grade 2, and grades 3 to 6 with age-appropriate messaging,” notes Dine. The content covers common allergens, symptoms of allergic reactions, emergency procedures, and reinforces key school policies such as no sharing food and hand washing. Conveying such big topics isn’t easy, but Dine gives credit to his cast of zany sidekicks; “The songs are effective at reinforcing key messages, but the real superstars are the puppets who make learning fun and engaging for kids!”, Dine chuckles.

The most impressive feature of the video is the inclusion of overdubbing in three languages - Spanish, French and German. Dine is most excited about how accessible allergy education will be with this video. “Not only can it reach classrooms where English is the primary language of instruction, it can also be a tool for schools who would not regularly bring in outside speakers.”



Kyle will be serving a community and educational market that's eager for resources that help raise awareness and spark conversation. "Teaching children about food allergies in this fun and interactive way may help them develop a sense of empathy and understanding for others," added Gina Clowes, Director of Education, Food Allergy Research & Education, FARE.

With support from renowned allergists, healthcare professionals, principals, teachers, families, support groups and global organizations, such as [Food Allergy Canada](#) and [Food Allergy Research & Education](#) (FARE), Kyle Dine & Friends will fill a widespread educational gap. Kyle features a mix of his new and classic kid-tested songs and his most beloved characters, such as Suzie Symptoms™, Chef Allergie™, Miss DeLabel™, and Pierre the Peanut™. The end result is a resource with important educational messages that kids will soak up on keeping their friends with allergies safe, while having a ton of fun in the process!

The Kyle Dine & Friends video can be purchased for \$25.00 at www.foodallergyvideo.com.

ABOUT KYLE DINE

Kyle Dine is a trusted food allergy educator and musician who performs engaging allergy awareness assemblies in elementary schools across North America. He educates students about allergies, anaphylaxis and what they can do to help keep others with allergies safe. His two CD releases titled "You Must Be Nuts!" and "Food Allergies Rock!" contain empowering and educational messages for children with food allergies. He has multiple food allergies himself and has worked with Food Allergy Canada since 2008. His next school tour will take place from January to March 2016. For more information, please visit www.kyledine.com and find him on [Facebook](#), [Twitter](#), [YouTube](#) and [Instagram](#).

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