

Set Kids Up for Social Success this Holiday Season with Tips from Lands' End and the Child Mind Institute

Help Kids Take the Stress out of Holiday Gatherings

DODGEVILLE, Wis., Dec. 20, 2016 /PRNewswire/ -- With festive family gatherings and yuletide celebrations on the horizon, it's not surprising that the holidays are one of the busiest travel periods of the year. Regardless of whether the launch pad is the airport or the carport, families can help set kids up for social success with a little planning and prep. Lands' End and Child Mind Institute (childmind.org), an independent nonprofit dedicated to transforming the lives of children and families struggling with mental health and learning disorders, has teamed up to offer moms and dads tips on helping kids thrive this holiday season.

LANDS'END

"The holidays are best spent with family and friends, reminiscing about old memories while creating new ones and observing time-honored family traditions," said Michele Casper, vice president, public relations, Lands' End. "But let's face it, the holidays can throw us all off our routines, and kids are no different. That's why we are proud to partner with the Child Mind Institute to offer families a roadmap on how to successfully navigate the sometimes hectic holiday highways."

"Everyone knows the best part of the holidays is spending time with friends and loved ones," said Dr. Harold S. Koplewicz, founding president of the Child Mind Institute. "But parents also know that these gatherings can sometimes be hard for kids. They might be thrown by the break in routine, over-stimulated by festivities, and struggle to be on their best behavior. A little preparation can help you ensure that everyone in your family has a great time this holiday season."

Tips for Helping Kids Shine - and Have Fun - at Holiday Gatherings from the Child Mind Institute

- | **Let kids know what to expect.** We all do better when we know what's coming, so before a party or family gathering, take the time to clue your child in. Will there be a big meal? Will there be other kids around to play with? When do you expect him to be patient and when will he get the chance to do something fun?
- | **Pack a bag.** One way to [calm nerves](#) and keep kids happy is by bringing some familiar things from home that your child likes to play with. Especially during social functions that aren't too kid-friendly, bringing things to keep your child quietly happy and occupied can be a lifesaver. Or if there are other kids around, maybe he can bring a game he likes to play or a favorite cartoon. Consider tucking in an emergency change of clothing, too.
- | **Take breaks.** If you anticipate the party being challenging or overwhelming for your child, ask the host in advance if there's a room where you and your child can go to sneak away for a few minutes. Time spent away from the crowd to read a book or play a game or just relax can help kids live up to expectations. If your child has a favorite gift, maybe he could have a break to play with it as a reward for good behavior.
- | **Give kids a job.** Having a responsibility makes children feel included in the festivities, which is important. Ask them to help set the table, decorate cutout cookies or make decorations.
- | **Don't do too much.** Kids and adults can get overtired when there are too many things to do, or parties go on for too long. When you are planning your holiday schedule make sure you're including enough time to unwind at home. This includes time spent relaxing, time for getting some physical activity and enough time to play with presents.

For more tips on tackling family gatherings and teaching kids about the joys of giving back visit landsend.com/childdevelopment.

About Lands' End, Inc.

Lands' End, Inc. (Nasdaq:LE) is a leading multi-channel retailer of clothing, accessories, footwear and home products. We offer products through catalogs, online at www.landsend.com, www.canvasbylandsend.com, and affiliated specialty and international websites, and through retail locations, primarily at Lands' End Shops at Sears® and standalone Lands' End Inlet® Stores. We are a trusted American lifestyle brand with a passion for quality, legendary service and real value, and seek to deliver timeless style for men, women, kids and the home.

About the Child Mind Institute

The [Child Mind Institute](#) is an independent nonprofit dedicated to transforming the lives of children and families struggling with mental health and learning disorders. Our teams work every day to deliver the highest standards of care, advance the science of the developing brain, and empower parents, professionals and policymakers to support children when and where they need it most. Together with our supporters, we're helping children reach their full potential in school and in life. We share our resources freely and do not accept funding from the pharmaceutical industry. Learn more at [childmind.org](#).

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