

For Immediate Release

Creativity for Kids Receives a Toy of the Year Award

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(Cleveland, Ohio) Creativity for Kids announces that Create Your Own Pop-Up Books has been selected as the TOTY 2009 Specialty Toy of the Year. The TOTY awards given out by the Toy Industry Association (TIA) are designed to recognize overall excellence in product development, design, and play value. This award is unique in that it is the only one voted on by industry members. CEO Jamie Gallagher attended the ceremony and accepted the award on behalf of the company.

“The TOTY awards gives us a wonderful opportunity to celebrate the passion, creativity and ingenuity that is inherent in toys that resonate with children,” said Carter Keithley, President of TIA. “In addition, the event provides industry leaders a moment to share their successes of 2008, and welcome another productive year following Toy Fair.”

Mary Kezele, Director of Product Development for Creativity for Kids, said “Children love to read pop-up books. Create Your Own Pop-Up Books gives them the opportunity to create an interactive work of art, combining the whimsy of illustrations made by the child with clever pop-up designs that can be personalized to tell their own story.”

This kit contains two hardcover books, 8 markers and stickers for kids to write their stories and color in the pop-up design. Kids will enjoy reading their special stories day after day.

Create Your Own Pop-Books is a very popular kit that has won numerous other awards including the iParenting Best Award and the Oppenheim Toy Portfolio Platinum Award. The Platinum Award is the highest award possible from Oppenheim Toy Portfolio. This award recognizes outstanding toy products in the marketplace that provide enriching play experiences and meet new safety standards. This kit was also featured in Newsweek magazine and on NBC’s The Today Show in the “Best Toys for Every Budget” segment.

Create Your Own Pop-Up Books is a companion kit to the award-winning product Create Your Own Books. The company is expanding its book offerings by introducing Make Your Own Alphabet Book and Make Your Own Number Book in the preschool line.

All Creativity for Kids products are fully compliant with current U.S. toy safety standards.

Creativity for Kids has provided imaginative, high quality, innovative arts and crafts products for children for more than 30 years. Today our products are available all over the world, giving children the opportunity to create, pretend, and play in ways that encourage self-expression.