

Playonwords.com Announces Top 10 *PAL* (Play Advances Language) Award Picks 2011, Holiday Gift Guide: Best 10 Toys, Games and Books That Spark Fun and Encourage Language Development

Play On Words LLC, led by highly respected speech-language pathologist Sherry Artemenko, announces the Top 10 *PAL* (Play Advances Language) Award winners for 2011. This recognition is the toy industry's only program focused on products distinctly featured to encourage a child's language development while delivering great play. Parents and educators trust Sherry's recommendations and seek her advice through her popular blog, playonwords.com, private practice, and media appearances and articles.

"Sherry is an important guru in the world of kids' products. Her insights across a wide spectrum of child development issues run sharp and deep. In addition to her impressive media presence, she has a speech and language pathology background." Andy Forrest, Principal Forrest-Pruzan Creative, Disney Inventor of the Year, 2010

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Sustained interaction with children guides Playonwords founder, Sherry Artemenko, to a unique subset of the best toys, games and books that have the chemistry to develop language while delivering great play. Today, Playonwords is announcing the Top 10 picks in each product category. Each set of "Top 10's" represents their *PAL* category out of the 100 winners in 2011.

Providing parents and educators with the [TOP 10 *PAL* Award Picks for 2011](#), takes the guess work out of gift giving for the holidays. Each product has been tested and reviewed by Sherry and her team of parents, kids and educators. Observing kids in action, combined with her critical eye for language potential, Sherry awards products and writes insightful reviews offering practical tips on how to maximize the educational value in each winner. Many parents and educators find *PAL* winners and play ideas helpful throughout the year on Sherry's blog, playonwords.com.

Uniquely understanding how the interaction of new toys and healthy play can advance language development is what distinguishes the *PAL* Award. Sherry's expertise has been tapped in interviews with NBC Connecticut, The Chicago Tribune, Time To Play, MomTrends, parenting.com and Scholastic Instructor.

For Sherry, great play is not just about fun, or about cognitive development, it's about going deep on both. Her expertise has been built on science and more than 15,000 hours of client experience. Each set of Top 10's represent a breadth of themes and genres, but they all have one thing in common, they are trusted lists of fun products that educate through play.

TOP 10 TOYS – From Ark to Zoo, from sand boxes to secret agents, great stories and vocabulary building abound



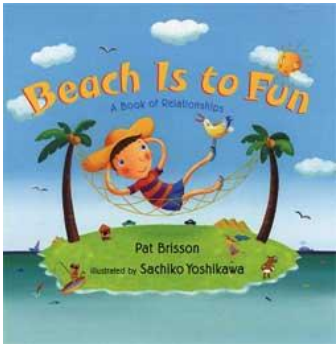
1. **Doodle Roll** by Imagination Brands Co., LLC
2. **Duplo My First Zoo** by Lego
3. **Earlyears Baby Tea Party** by International Playthings
4. **Madeline's Pet Hospital Playset** by Paddywhack Lane LLC
5. **My Animal Farm Playset** by Rubbabu Inc
6. **My Take Along Noah's Ark** by Playmobil
7. **Quercetti Magnetino Carry-On Letters** by International Playthings
8. **Sand and Water Fun Farm** by Step2
9. **Secret Agent Headquarters With Alarm System** by Playmobil
10. **Wooden Whimsey Blocks** by ALEX toys

TOP 10 GAMES – Riding trains, flying planes and hunting treasure will keep grammar going and prepositions popping



1. **Buzz Blast** by Discovery Bay Games
2. **Chuggington's Traintastic Cargo Game** by I Can Do That! Games
3. **Dabble** by INI, LLC
4. **Flashwordz** by U.S. Games Systems, Inc
5. **I Built It! Memory Match + Tic Tac Toe** by Games Under Construction I Built It! Games
6. **Mermaid Beach** by Gamewright
7. **Richard Scarry's Busytown Busy Busy Airport Game** by I Can Do That! Games
8. **uKloo Early Reader Treasure Hunt Game** by uKloo
9. **Who Am I?** by HABA
10. **Where Is Sock Monkey? Board Game** by Cardinal Industries Inc

TOP 10 BOOKS – Alligators with attitude, artful amphibians, splendid spotted snakes inspire magically descriptive words



1. **Art and Max** by David Wiesner
2. **Beach Is to Fun: A Book of Relationships** by Pat Brisson and Sachiko Yoshikawa
3. **Chirchir is Singing** by Kelly Cunnane and Jude Daly
4. **Goodnight, Goodnight Construction Site** by Sherri Duskey Rinker and Tom Lichtenheld
5. **Hands Off, Harry!** by Rosemary Wells
6. **I'm Not** by Pam Smallcomb and Robert Weinstock
7. **Say Something, Perico** by Trudy Harris and Cecilia Rebora
8. **Scratch-Scratch a Perfect Match** by Kimberly Marcus and Mike Lester
9. **The Splendid Spotted Snake** by Betty Ann Schwartz and Alexander Wilensky
10. **Sea of Dreams** by Dennis Nolan

Each holiday season millions are spent on kids' toys, games and books. These **PAL** winners above are not only great fun, but also encourage rich language development. Think "tastes like ice cream, fortifies like spinach," optimizing your toy purchases to build language while maintaining every bit of fun. Now's the time to be intentional about your child's toy chest, game drawer and bookshelf!

→ For the entire list of 2011 Playonwords **PAL** Award winners go to: <http://playonwords.com/award/palallbooks/>

ABOUT PLAYONWORDS LLC

Playonwords.com was founded by well respected speech language pathologist, Sherry Artemenko, a 35 year champion of language driven play. Her esteemed **PAL** Award, popular blog, and helpful tips to parents set her apart as a leader advocating the language component in toys.

Over 15,000 hours working directly with children has shown her that a unique subset of the best toys, games and books have the capability to develop language while delivering great play. Studies show:

- Kids with **highest IQs at three**, had the most words at one and two
- **Language learning is cumulative** – early words → early sentences → language and reading
- Most kids maintain their **verbal advantage** through childhood

Sherry established the **PAL** Award to identify unique toys, games and books that through their design, quality and character, encourage play that advances language. **PAL** winners in the hands of kids, spark fun and creative play with lots of talk. Such toys, recognized on the basis of her child development expertise, are complemented by practical coaching in her blog, showing parents how to get the most from toys, games and books to build language and underlying cognitive skills.