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## CITIBLOCS HAS DAD HOSTING KIDS' BLOCK PARTY WINNING A FATHER'S DAY MR. DAD SEAL & GREATDAD RECOMMENDS LISTING

Roswell, GA (June 24, 2009) – If Dad is hoping to nurture a “chip off the old block” it helps to play with them. Wooden building blocks made by CitiBlocs are the perfect way to get Big Guys and Little Guys (or Gals) together for a block party of build ‘em up and knock ‘em down fun says the dad experts at this year’s *Father's Day GreatDad Recommends and Mr. Dad Seal of Approval* competition.

CitiBlocs, the next generation of wooden construction pieces that stack up to a block party in the family room, was one of just 23 toys nationwide to make the Father’s Day listing. A panel of dad experts including Paul Banas, founder of GreatDad.com and Armin Brott, of MrDad.com judged this season’s *Father's Day GreatDad Recommends and Mr. Dad Seal of Approval* winners. Each product or service had to score high on three criteria -- improves the quality of the time fathers and children spend together; improves father-child relationships and helps dads be better parents and partners.

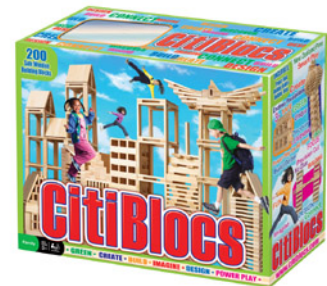


With CitiBlocs kits priced from \$14.99 and up, kids can make a castle with Dad’s help and then create a kingdom. Knock it down for a scary creature or a big wooden blob. The literal beauty of Citiblocs **lies in the precision-cut pieces of wood**, crafted in Vietnam from New Zealand pine. These earth-friendly blocks are ideal for solo play or a fun session with multi-generations. Fathers and grandfathers can secretly introduce kids to architecture, history, mathematics and science with memorable results.

The judges at GreatDad.com and MrDad.com agreed that this toy deserved their highest recognition:

### **200 piece CitiBlocs wooden building set • \$49.95 • Ages 3+**

*Besides being fun, playing with blocks is a great brain builder. If you give your kids a chance to get near your box of CitiBlocs, they'll benefit too, learning reasoning, problem solving, cause and effect, engineering, and improvising. Besides being educational, CitiBlocs are safe, green, and infinitely adaptable. Oh, and just so you know, the snake to the left requires 200 blocks.*



### **About GreatDad.com**

Headquartered in San Francisco, CA, GreatDad.com is a leading source of experience, recommendations, inspiration, and advice for dads -- all delivered from the male perspective. GreatDad.com has a library of over 2,500 articles on all aspects of parenting, all from dad's point of view, as well as the only weekly pregnancy newsletter written by and for dads.

**About MrDad.com**

Headquartered in Oakland, CA, MrDad.com, along with founder, Armin Brott, has helped millions of men around the world become the fathers they want to be. The author of seven bestselling books on fatherhood, Armin also writes the nationally syndicated newspaper column, "Ask Mr. Dad," and hosts the syndicated "Positive Parenting" radio show. His most recent book, *The Military Father: A Hands-on Guide for Deployed Dads*, will be released later this month.

**About CitiBlocs**

With a kit to fit every home, Dads can choose from the simple 52-piece to the ambitious 1000-piece wooden block set. Currently CitiBlocs are available online at [CitiBlocsStore.com](http://CitiBlocsStore.com) and specialty toy etailers. This summer, consumers can find CitiBlocs on toy shelves at Toys R Us and other national chains. For more information, visit their website at [CitiBlocs.com](http://CitiBlocs.com).