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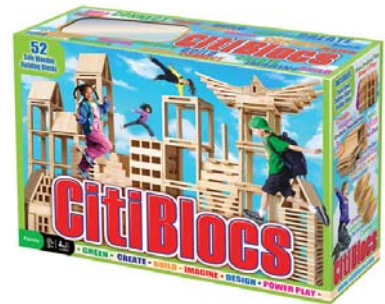
CITIBLOCS STACK UP THE PRIZES WITH CREATIVE CHILD TOY AWARD DISTINCTION

Roswell, GA (June 24, 2009) – Creative Child magazine knows that kids who spend their free time online or texting may be missing out on daydreaming and creative play. One toy company that’s quickly transforming today’s connected kids to out-of-the-box thinkers is CitiBlocs, the next generation of wooden construction pieces. As part of their annual Creative Child Magazine’s Toy Awards, the team of 100 judges tapped CitiBlocs for their **2009 Preferred Choice Award** in the “Wooden Toys-Building Blocks” category.

Award-winning CitiBlocs offers kits priced from \$14.99 for a starter set and up for the 1000 piece set. Imaginative kids can open the box and make a castle, then create a whole kingdom. Knock it down for a swirly skyscraper or a big wooden creature. The beauty of CitiBlocs lies in the precision-cut pieces of wood, crafted in Vietnam from New Zealand pine making them a smart *green* choice for consumers. Adults who join in the building can secretly introduce kids to architecture, history, mathematics and science with memorable results.

52 Piece Wooden Building Set • \$14.99 • Ages 3+

A basic starter set, these 52 precision cut blocks make this a perfect set for desktop fun or a before-dinner activity. The kit is small enough for traveling but plenty of blocks to build, knock down and build again.



CitiBlocs continues to stack up the praises from the toy industry with such wins as *Dr. Toy Best Vacation Children’s Products* award and this month’s *Father’s Day GreatDad Recommends* and *Mr. Dad Seal of Approval*.

To win honors at Creative Child’s Toy Awards, products are thoughtfully reviewed by moms, music educators and early education professionals. Each toy is reviewed by many people - the very folks who buy them. Only one product per category can win a Toy of the Year award, as well as, CD, DVD, Book and Game of the Year. The remaining finalists receive the prestigious Preferred Choice Award. Look for all award winners in Creative Child’s Holiday issue, distributed in early November.

About CitiBlocs

With a kit to fit every playroom, parents, schools and youth leaders can choose one of seven block boxes including the ambitious 1000-piece wooden block set. Currently CitiBlocs are available online at 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.