
Amanda

A Stay-at-home Mom's Point of View



CitiBlocs *Giveaway*

There's no doubt that kids are spending more and more time connected: social networking, IMing, playing toys that buzz, blink and need AA batteries. When is there time for kids to be kids? Remember when we used to daydream, invent, build and then knock it all down? One new toy company has found a way to transform today's eKid into a kid off the ole' block. Introducing [CitiBlocs](#), the next generation of wooden construction pieces that stack up to a block party in the family room.



"From pre-school to elementary school to even architecture students, CitiBlocs are an ideal educational toy," explains Marjorie Israel Chayette of CitiBlocs, who lives in Paris so combines European design with American ingenuity. "How many toys can you buy that offer reasoning, problem solving, cause and effect, engineering and improvising? These life skills are inherent in the building block experience."



My family and I are having a lot of fun with CitiBlocs. We have all made fun towers and buildings.

Indeed, there's no right or wrong way to play with CitiBlocs. Observed by e-tailer [GlammaToys.com](#),

"the pleasure of accomplishment and success and discovery is inherent in CitiBloc construction for builders of all ages – kids build outside the box. It's all connected to the joy of creating all the time. And it's just plain building fun."

With kits priced from \$14.99 and up, kids can make a castle and then the kingdom. Knock it down for a scary creature or a big wooden blob. Kids need only imagination and gravity to build, stack and create their own fun. Best of all, the precision cut blocks of wood are green, crafted from New Zealand pine. The beautifully simplistic blocks are ideal for solo play or a family fun session with grandparents and siblings. Through play with the blocks, grownups can introduce kids to architecture, history, mathematics and science with memorable results.

"The quality and price of CitiBlocs has convinced me," continues toy executive Chayette, "that this great concept can be available to everyone – and happily, affordable to anyone. Being familiar with the educational merits of this product, the opportunity for our young company to work with lots of children is really exciting. I hope to make these beautiful wooden blocks a fantastic building phenomenon across the U.S."

Currently CitiBlocs are available online at [CitiBlocsStore.com](#) and specialty toy etailers. You can also find CitiBlocs on toy shelves at Toys R Us and other national chains.

