



I want that

Newer version of the old block

There's no doubt 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? Transform your eKid into a kid off the ole' block with CitiBlocs, the **next generation of wooden construction pieces** that stack up to a block party in the family room.



With several kits to choose from, 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. The beautifully **simplistic blocks are ideal for solo play or a family fun session** with grandparents and siblings.

For children **ages 3 and up**. Kits are priced at **\$14.99 and up**. CitiBlocs are available at **Toys R Us, CitiBlocsStore.com** and **specialty toy e-tailers**.