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CITIBLOCS GET GREEN LIGHT FROM DR. TOY

Best Green Product Award Marks CitiBlocs' Eighth Industry Award in Two Months

Roswell, GA (August 20, 2009) – CitiBlocs has been very busy this summer. So far, the precision-cut wooden block sets have won seven of the top toy industry awards. But its most recent award, a Dr. Toy Best Green Product 2009, is especially significant to the start-up company. It is the first award to recognize CitiBlocs' commitment to producing earth-friendly products.

Winning products of Best Green Products for 2009 are made by companies striving to inspire children to appreciate the environment and help them learn to take better care of our natural resources. These companies are making products to teach children more about our planet or producing playthings that are based on Green principles. Consumers are encouraged by Dr. Toy to consider these products for home or school or as gifts.

Dr. Toy is proud to recognize the companies and products that are helping to create a healthier place for everyone to live:

200 Piece Wooden Building Set • Ages 3+ • \$49.95

Citiblocs' most popular kit, the 200-piece set, is ideal for aspiring architects and engineers. Build a whole city or the highest tower. The beautifully simplistic blocks are ideal for solo play or a family fun session. Through play with blocks, grownups can introduce kids to architecture, history, mathematics, and science with memorable results.



A range of features qualified CitiBlocs as a “green” company and product. Each block is precision-cut from sustainably harvested high-quality New Zealand Radiata Pine grown in certified renewable forests and are registered as FSC (Forest Stewardship Council) certified by Soil Association Woodmark. Because the blocks are made from top-quality wood, no additional glue, snaps or connectors are needed to keep the blocks together. For its colored blocks, CitiBlocs uses certified water-based color to highlight the natural pine planks. The blocks are stained rather than painted since the pine naturally absorbs the water-based colors. Finally, all CitiBlocs sets are packaged responsibly in Vietnam, using minimal resources, and are CPSIA and ASTM certified.

View the winners of Dr. Toy's Best Green Products 2009 at www.DrToy.com.

About Dr. Toy

Stevanne Auerbach, PhD/Dr. Toy, author of 15 books and hundreds of articles on toys and play, is the only PhD in Child Development evaluating the best developmentally appropriate toys and children's products for Dr. Toy's Guide (www.drtoy.com) with links to many related useful sites and resources for parents, teachers, children, and toy enthusiasts. Dr. Toy, author of Dr. Toy's *Smart Play/Smart Toys*, a book that provides tools to enhance the child's "PQ" (Play Quotient). The book is published in the US and in China, Germany, Greece, India, Indonesia, Israel, Korea, Russia, Spain and Thailand.

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.

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