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CITIBLOCS BELIEVED IF YOU BUILT IT ... NEW COMPANY CELEBRATES ITS 11th INDUSTRY WIN

Building Block Sets Tally Newest Honors from NAPPA & Dr. Toy

Roswell, GA (October 13, 2009) – Just like its building block sets, toy company CitiBlocs has stacked one industry award on top of another until it reached an astonishing 11 honors in just six months since launching its precision-cut wooden blocks. Judges appreciate CitiBlocs’s ability to slow down the pace of today’s connected kids to old-fashioned little thinkers constructing wooden pieces.

National Parenting Publications Awards (NAPPA) just tapped CitiBlocs 200-piece building set with its 2009 Honors Award followed by Dr. Toy bestowing her Best 100 Children’s Products for 2009 for the 54-piece red/blue color wooden building set.



Upon hearing the latest good news of an Honors Award, CitiBlocs’ Founder Marjorie Israel Chayette wrote to NAPPA officials, “thanks for recognizing the play value and eco-friendly value of CitiBlocs. We know this recognition is meaningful to parents and it is extremely important to us as well.”

One of the perks of earning industry honors is a chance to gain feedback from judges who have invested years and even decades in the toy trade. Stevanne Auerbach, PhD, also known as Dr. Toy, wrote the following as she announced her Dr. Toy 100 Best Children’s Products for 2009 to CitiBlocs:

CitiBlocs’s popular color kit, this 54-piece Red/Blue set is ideal for aspiring architects and engineers. Build a whole city or the highest tower. Best of all, the precision cut blocks of wood are CPSIA certified green, crafted from New Zealand pine. The distinctive simple shape and light weight of the blocks make them ideal for solo play or family fun with grandparents and siblings. Through play with the blocks, grownups can introduce kids to architecture, history, mathematics and science with memorable and successful results. CitiBlocs uses certified water-based colors to highlight the natural toned pine planks. The blocks are “stained” as the pine naturally absorbs the water based colors.



Indeed, every precision-cut pine piece is exactly the same shape and size and it’s surprisingly lightweight. The wooden blocks, crafted in Vietnam from New Zealand trees, don’t require glue, snaps, or connectors. Big and little kids simply supply gravity, balance, imagination and a flat surface! 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. Ideal for children ages 3 and up, grownups like to play with them too! While busy building, balancing and designing, tykes can learn the basics of architecture, mathematics and science.

Since its debut this year, toy industry judges have piled on the praises for CitiBlocs with nine additional honors:

Creative Child's 2009 Preferred Choice Award

Dr. Toy Best Vacation Children's Products Award

Dr. Toy Best Green Products 2009 Green Award

iParenting Outstanding Products Award

Father's Day GreatDad Recommends and Mr. Dad Seal of Approval

Oppenheim Toy Portfolio 2009 Gold Seal Award

The Toy Man Seal of Approval 2009 Eco-Recognition Award and eChoice Award

Tillywig Toy Awards 2009 Top Fun Award

Award-winning CitiBlocs offers kits priced from \$14.99 for a starter set to \$229.99 for 1000 pieces.

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. CitiBlocs are available everywhere: online at CitiBlocsStore.com, www.glammatoy.com, specialty toy etailers, Toys "R" Us and other national chains. For more information and inspiration to budding builders, visit their website at CitiBlocs.com.