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EVEN THE CHOOSIEST CHOOSE CITIBLOCS

Parents' Choice Foundation Awards CitiBlocs with Recommended Seal

Tampa, FL (March 22, 2010)— Less than a year since they were first introduced, CitiBlocs is welcoming its 17th industry award, a prestigious Parents' Choice Foundation Recommended Seal.

The ultra competitive Parents' Choice Award program recognizes the very best products for children of not only different ages and backgrounds but of varied skill and interest levels. They look for good toys, puzzles and games that offer new ways of thinking, new ways of seeing, and new ways of creating. To earn a Parents' Choice Recommended Seal, products must be wholesome and enjoyable while encouraging children to developing physical, emotional, social or academic skills.

Here's what the Parents' Choice judges had to say about the 200 piece set of CitiBlocs:



CitiBlocs 200 Piece Set • \$49.95 • Ages 3+

“For those wondering how to impart eco-friendly building lessons with lightweight eco-friendly material that is easy on the eyes, easy to store and relatively easy on the pocketbook, put this set of 200 Citiblocs on the top of your eco-easy list. Each uniform piece, made from New Zealand pinewood harvested from FSC renewable forests, measures 4 ½ inches long, ¾ inches wide, and ¼ inch thick.

Starting with simple structures (not all projects pictured on the package are for beginners) this set will measure up as the engineering abilities and creativity of young Bauhaus builders grows. As aspiring architects and city planners develop their designs and shape their skylines, don't be surprised to hear the names of Walter Gropius Ludwig Mies van der Rohe, and Philip Johnson tossed about your playroom.”

The Parents' Choice Award marks the 17th industry award CitiBlocs has received since its mid-2009 debut: Good Housekeeping Best Toy Award 2009; National Parenting Publications Awards (NAPPA) 2009 Honors Award; Dr. Toy Best 100 Children's Products for 2009; 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; Mr. Dad Seal of Approval; Oppenheim Toy Portfolio 2009 Gold Seal Award; The Toy Man Award of Excellence 2009; The Toy Man Eco-Recognition Award; The Toy Man eChoice Award; Two Tillywig Toy Awards 2009 Top Fun Award; and a 4-Star What The Stuff Award.

About CitiBlocs

With a kit to fit every playroom, parents, schools and youth leaders can choose one of seven block boxes including the ambitious 1,000-piece wooden block set. CitiBlocs are available online at CitiBlocsStore.com, Toys R Us and other national chains, and at Glammatoy.com and additional specialty retailers. For more information visit www.citiblocs.com.