

Dr. Toy's Holiday Gift Guide

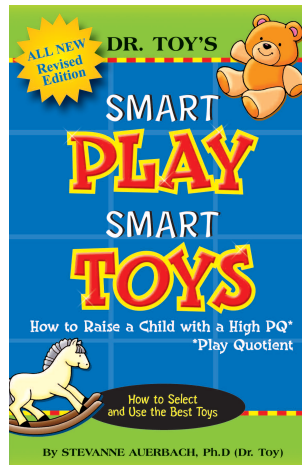


Dr. Toy's 100 Best Children's Products for 2005

Toys, books, software, games, puzzles, audio and video, and much more...

Dr. Toy makes product selections based on the following criteria:

- safety
- innovation
- design and durability
- age appropriateness
- long lasting play value
- cultural and ethnic diversity
- good transition from home to school
- educational value and learning skills
- creativity
- improves understanding of the community and the world (socially responsible)
- good value for price, and,
- just plain fun!



Smart Toys +
Smart Play =
Smart Kids!



Dr. Toy's Tips For Keeping Toys Safe & Clean

- Watch for small parts, sharp edges, loose ties, or other possible dangers for small children under the age of 3.
 - Be sure products are labeled non-toxic.
 - Cover exposed electric sockets.
 - Toys handled frequently by infants and toddlers should be cleaned and disinfected or when soiled, to prevent the spread of germs.
 - Follow these steps for washable, colorfast toys:
 1. Wash toys with soapy water, then rinse thoroughly
 2. Clean toys with a solution of 3/4 cup household bleach in 1 gallon of water. Let stand for 5 minutes.
 3. Rinse completely and dry.
- For more tips on disinfecting with household bleach, contact: www.Clorox.Com



About Dr. Toy

Dr. Toy, Stevanne Auerbach, Ph.D. Director of the Institute for Childhood Resources, San Francisco, produces an annual holiday guide, "100 Best Children's Products," is a expert in child development, author of Dr. Toy's Smart Play/Smart Toys and Toys for a Lifetime, a frequent writer of articles, consultant, and speaker about toys, children's products, play and parenting issues.

Dr. Toy's Guide (www.drtoy.com) was the first site to provide toy information on the internet.



Dr. Toy's Tips on Selecting Toys and Other Children's Products

Before shopping observe child at play. Gather a list of possible products from Dr. Toy's Holiday Guide: "100 Best Children's Products" and from Dr. Toy's Guide: web site (drtoy.com). Ask for suggestions from sitter, grandparents, teacher and other parents. Notice store and product ads. Check your child's "Wish List" and current needs. **As you examine a potential purchase, ask yourself...**

- 1. Is the toy safe?** Any potential hazards? Is the product too small? Any sharp edges or loose ties? Is it nontoxic? Durable? Will it take rough treatment? Does it meet Consumer Product Safety Standards? Is there a guarantee on the product? What is the return policy?
- 2. Is the product fun?** A toy or children's product is supposed to entertain the child. It should amuse, delight, excite, and be enjoyable.
- 3. Is the product appropriate?** Is this toy or product significant now? Does it fit the child's age, skills, and abilities? Will it hold interest? Will child use the product happily?
- 4. Is the product well designed?** Is it easy to use? Does it look good? Feel good? Is the product versatile? Is there more than one use for the product?
- 5. Is the product durable?** Will it be something that will last a long time? Children play hard and subject their toys to a lot of abuse and wear.
- 6. Is the product appealing to the child?** Does it offer an opportunity for fun, to learn, and to think? Does it help him/her learn about living environment? Is the toy or product inviting?
- 7. Will the product help the child expand creativity?** With the right products the child can expand his or her imagination in art, crafts, drama, hobbies, language, reading, music and physical movement.
- 8. Will the toy frustrate or challenge the child?** Does the toy offer something new to learn, to practice, or try? Will the child know how to use the product? Or, will it be too difficult to use without adult assistance?
- 9. Does the product match the package and the package match the product?** If the toy does not match ads or packaging it can be disappointing. Is age-grading clear?
- 10. Will the toy help nurture childhood?** Does the product help the child express emotions, experience concern for others, practice positive social interaction? Does it provide value to his or her childhood? Or, are there any violent, sexist, or other negative aspects to the product?
- 11. What will the toy teach?** Does it help expand positive self-esteem, values, understanding, and cultural awareness? Does it offer practice in skill building? Eye/hand coordination? Fine and large motor skills? Communication? Does it educate the child about the environment? Community? World? History? Computers? Other skills?
- 12. Can the product be cleaned and reused?** If it is not washable, can it be cleaned in some practical way?
- 13. Can I afford this toy?** Does the price match the value?

Say "Toy" around the world!

Afrikaans : Speelgoed
 Albanian : Lodra grazie
 Arabic : Lu'ba
 Armenian : Jaghalik
 Assyrian : Thal Yadei
 Bangla : Khelna
 Bosnian : Igrachka
 Croatian : Igrachka
 Czech : Hracka
 Cantonese : Wan Gee
 Mandarin : Wan Ju
 Danish : Legetoej
 Dutch : Speelgoed
 Egyptian : Lu'ba
 English : TOY
 Estonian : Mänguasi
 Farsi : Samanie Bazi Atfal
 Finnish : Leluja
 Flemish : Speeltje
 French : Jouet
 German : Spielzeug
 Greek : Pehnithi
 Haitian Creole : Jwet
 Hawaiian : Mea pa'ani
 Hebrew : Tza'a'tzu'a
 Hindi : Khilona
 Hungarian : Játék
 Icelandic : Leikfang
 Indonesian : Mainan
 Iranian/Farsi : Asbabe Bazie
 Irish : Bréagán
 Italian : Giocattoli
 Japanese : Omocho
 Korean : Jang Nan Gam
 Macedonian : Igracka
 Malay : Barang permainan
 kanakMalayalam : Kalippattam
 Maltese : Gugarell
 Marathi : Khelane
 Netherlands : Speelgoed
 Norwegian : Leke
 Ovambo : Okai Ma Kokudana
 Papiamentu : Kos Di Hunga
 Polish : Zabawka
 Portuguese : Brinquedo
 Romanian : Jucarie
 Russian : Igrushka
 Slovenian : Igracha
 Spanish : Juguete
 Surinam : Pre sani
 Swedish : Leksak
 Tagalog : Laruan
 Tamil : Bommai
 Telugu : Bomma
 Thai : Khong-len'
 Turkish : Oyuncak
 Ukrainian : Igrashka
 Vietnamese : Do choi



Dr. Toy's Suggested Smart Toys to Assist Your Child in Learning & Fun

1. b.dazzle Manatees Scramble Squares® Age 4 and up. \$7.95 800-809-4242 www.b-dazzle.com
These brainteaser puzzles are nine 4"x4" pieces that are easy to play, but hard to solve. Learn about endangered, highly social warm water sea mammals plus the colorful puzzles teach patience, perseverance, critical thinking skills, statistical possibilities and will keep everyone in the family entertained. More than 100 styles of different art work available.

2. Educational Insights Teddy Age 3 and up. \$19.99. 800-995-4436 www.edin.com
Young children will enjoy this innovative toy as they learn colors, shapes, visual discrimination, alike and different, counting, and much more. Teddy is a teaching bear and comes with 24 two-sided game cards (48 games) that fit on the sturdy Activity Pad. Place a card on the Activity Pad and turn the color-coded dial to match the card. Look at the question, and place Teddy on answer square. If you are correct, Teddy lifts his flag. Complete with nearly 200 questions and no reading required. Store cards neatly inside Teddy's Activity Pad.

3. Folkmanis Sequoia Tree Wildlife Ages 3 and up \$40.00 800-654-8922 www.folkmanis.com
This new set is part of the Folkmanis Sierra Club wildlife line. The plush tree stands 17 inches tall with six wildlife finger puppets who make it home. The finger puppets can be poked in and out of a variety of holes throughout the branches and around the tree's base. Included are an owl, bear, blue jay, squirrel, hare, and fox. Children delight with this interactive play set, expanding communication skills while they learn more about nature and conservation.

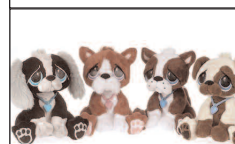
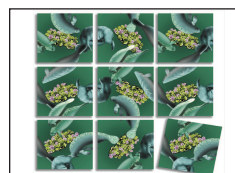
4. Learning Resources Reading Roadway Age 8 and up \$19.95 800-222-3909 www.learningresources.com
This fun board game assists in reading and geography. Travel around the USA discovering fascinating facts while building reading comprehension skills. A great way for young minds to stay active and have a lot of fun. Players take turns spinning and moving their cars across the country reading aloud fun-filled facts based on the state they landed on. The first person to comprehend and correctly answer the trivia question asked collects a souvenir. Watch out for the tornado; if that is what you spin, you could go whirling! The first player back to their home state with 4 souvenirs wins the game. It comes complete with a colorful board game of the United States, a spinner, trivia cards and car pieces for play.

5. Mega Bloks® Lil' Copter Ages one to five years \$9.99 Mega Bloks 1800-465-MEGA (1800-465-6342) www.megabloks.com
Enhances children's problem solving and motor skills while they are having fun learning and building. This brightly colored helicopter with real working propeller, will enrich children's imagination and play experience while allowing them to become an imaginary pilot. This set includes 15 Maxi Mega Bloks® pieces to build a heliport and one articulated Block Buddies™ figurine.

6. MGA Entertainment Rescue Pets Age 3 - 5 \$19.99 800-222-4685 www.rescue-pets.com
Adorable battery-operated pets are waiting to be adopted and rescued. Children will have fun taking their new pets with them wherever they go. Rescue Pets feature sounds and movement activated by motion sensor, so they know when you're around. Each interactive dog comes with a collar and tag, adoption certificate and hobo pack. Your child will enjoy the soft plush material, soulful eyes and their pet wagging its tail and moving its head from side to side. Requires three "AA" batteries (not included).

7. University Games Real Toy Maker Age 6 and up \$12.98 800-347-4818 www.ugames.com
This innovative new product will allow your child to create their very own toy. Young minds can make toys that really work, invent toys that have never existed before, or modify their existing toys to make them just the way they want them. Help your child's imagination and creativity unfold with this toy that will keep them engaged in hours of inventive play. This toy features a FlipFaze™ technology that allows materials to change shape and color using warm tap water. Your child will be amazed at the magical transformations they can create. This product comes complete with five ColorTwist strips and connectors, changing molding material in three colors, plastic mold for spinning tops, plastic mold for wheels, wooden rods, felt-tip marker and a step-by-step workbook.

8. VTech Electronics V.Smile Pocket Learning Ages 5 - 12 \$89.99 800-521-2010 www.vtechkids.com
A unique learning system to help children with language, math, vocabulary and problem solving skills. This hand-held video game system will teach the skills children need to be successful in school. It provides wireless play on a fun LCD screen. Help turn game time into brain time with multi-curricular activities with exchangeable Smartridges™ that contain three to four Learning Zone activities. Practice recognizing the letters of the alphabet and learn how to tell time. Navigate each game by using a hand-held joystick with oversized buttons that can be adapted for right and left handed players. Child will be entertained for hours with the colorful settings and fun characters. Smartridges™ come in different skills level packages that are sold separately. The toy is pocket sized and easy to take along for on-the-go fun.



DR. TOY'S 100 BEST CHILDREN'S PRODUCTS FOR 2005

Selected by Stevanne Auerbach, Ph.D. (Dr. Toy)

#	Company	Product Type	Top 10	Age	Price	Phone	Website
1.	ALEX	Hopscotch AE GE OP	8	3-6	\$24.99	800-666-2539	alextoys.com
2.	b. dazzle	Manatees Scramble Sq ES NO PZ	4	4-12	\$7.95	800-809-4242	b-dazzle.com
3.	Baby Chatterbox	Developing Early Speech VT DV	6	3 mos-3	\$19.95	800-717-7870	babychatterbox.com
4.	Baby Einstein	Baby Wordsworth ES ML DV	6	12 mo-3	\$19.99	800-793-1454	babyeinstein.com
5.	The Baby Society	The Baby Society ES SR VT DV		3 mos-3	\$20.00	877-886-4900	thebabysociety.com
6.	Banyan Ent.	Are We There Yet? ES ML TR TS	6	3-8	\$14.99	215-928-1414	milesthegoose.com
7.	Battat	Deluxe Magnabuild Set CO CP TY		3-12	\$29.99	800-247-6144	battatco.com
8.	Bill & Bud Toys	See It & Sign It GE	4	6-12	\$24.99	510-568-4400	billandbud.com
9.	Blue Orange	Zimbbos! AE CO ES GE	5	3-5	\$19.95	415-252-0372	blueorangegames.com
10.	Braincandy	My 5 Senses AE CP ES SR TR VT	6	6 mos-4	\$19.99	866-725-9070	braincandykids.com
11.	Briarpatch	Da Vinci's Challenge BG CP ES	5	9-12	\$24.99	800-232-7427	briarpatch.com
45.	Bright Starts	Bright Starts Around We Go! AE EG	1	4 mos-3	\$89.99	770-751-0442	brightstarts.com
12.	Bumblin' Bee	I Found It! CD AE CD CP ML TR	6	2-8	\$15.00	631-765-1629	bradyrmyer.com
13.	Center Enterprises	Finger Painters/Stampers AC CP	7	3-10	\$8.95	800-542-2214	centerenterprises.com
14.	Chicco	Bilingual Smart Driver ES FP SR		1-5	\$34.99	877-424-4226	chiccousa.com
15.	Corolle Dolls	Doucette Collection DO	8	18 mos-3	\$24.95	800-668-4846	corolledolls.com
16.	Crafty Dab	Tub Art Paint AC AE CP TR	7	3-12	\$13.00	800-523-8987	craftydab.com
17.	Cristofori Baby	Introducing Trebellina CP ES ML		1-4	\$19.95	516 847-3714	trebellina.com
18.	Discovery Toys	123 Box BO ES	2	1-3	\$19.99	800-984-5454	discoverytoysinc.com
19.	Do-Re-Me & You!	America the Musical BO CD ES	6	7-12	\$19.95	866-376-9123	drmy.com
20.	Educational Insight	Teddy ES	5	3-12	\$19.99	800-995-4436	edin.com
21.	Esphera 360°	World Globe 3-D Puzzle PZ	4	9-12	\$34.99	800-447-2151	esphera360.com
22.	ETA/Cuisenaire	Jumbo Reading Rods ES	2	3-5	\$33.95	800-445-5985	etacuisenaire.com
23.	eToys Direct	My Twinn Doll DO		3-12	\$139.99	800-487-2201	mytwinn.com
24.	Fanny's Play Hous	Fantanimals Puppets CP FP PU	8	3-12	\$18.50	516-822-3752	fannysplayhouseinc.com
25.	Fisher-Price	Read with Me DVD! BO EG ES	2	3-7	\$34.99	800-432-5437	fisher-price.com
26.	Folkmanis	Sequoia Tree Wildlife FP PL PU SR	4	3-12	\$40.00	800-654-8922	folkmanis.com
27.	Free Spirit Pub.	Tails Are Not For Pulling BO	4	0-3	\$7.95	800-735-7323	freespirit.com
28.	Front Porch Classi	Raceway '57 BG CP HO	5	8-12	\$74.95	800-526-0314	frontporchclassics.com
29.	Fundex Games	Gnip Gnop BG	5	6-8	\$14.99	800-486-9787	fundexgames.com
30.	Gamewright	Castle Keep CG TR	5	8-12	\$11.99	800-638-7568	gamewright.com
31.	Geoplunge	GeoPlunge CG ES SR TR		6-12	\$13.95	877-475-8643	geoplunge.com
32.	Girls Explore	Anna Botsford Comstock BO CP ES	4	8-12	\$20.00	800-450-9592	girls-explore.com
33.	Goldberger Doll	Magic Cell Phone DO EG ES SR		2-6	\$19.99	800-452-3655	goldbergerdoll.com
34.	Good Mood Recor	My Daddy Is Scratchy CD	6	3-9	\$14.98	212-967-3300	goodmoodrecords.com
35.	Grt American Puz	Crayola Glitter Bugs AC CP PZ	7	5-12	\$10.00	800-922-1194	greatamericanpuzzle.com
36.	HaPe Intl	Quadrilla Basic Set CO ES	8	4-12	\$49.95	800-661-4142	hapetoys.com
37.	Hubbub	Ruckus CG	5	7-12	\$9.99	800-901-9820	playhubbub.com
38.	ImagiPLAY	Arctic Expedition CP FP NO SR TS	4	3-5	\$29.99	800-882-0217	imagiplay.com
39.	Inspiration Softw	Kidspiration 2.1 SW	3	5-10	\$69.00	800-877-4292	inspiration.com
40.	Int'l Playthings	Medium Skyrail Suspension AE CO	8	8-12	\$79.99	800-445-8347	intplay.com
41.	Joester/Parents Ma	Raise the Barnyard TY		3-5	\$49.99	646-354-4514	parentsmagazine.com
42.	Juno Baby	Great Teddy Bear Hunt ES ML TY	6	6 mos-4	\$20.00	415-460-6415	junobaby.com
43.	Kid Galaxy	Detachable Recreational Vehicle OP	1	6-12	\$40.00	800-816-1135	kidgalaxy.com
44.	KIDdesigns	Polly Pocket Cash Register EG FP	3	3-5	\$24.99	800-777-5206	kiddirect.com
46.	Kimbo	Leaping Literacy CD CD ES	2	3-7	\$14.95	800-631-2187	kimboed.com
47.	Klutz	Amazing Lacing AC ES TR	7	4-12	\$9.95	800-737-4123	klutz.com
48.	K'NEX	Pirate Ship Park CO TY	1	9-12	\$49.99	800-543-5639	knex.com
49.	Knowledge Advent.	Jumpstart Reading-Karaoke CM EG ES	3	4-7	\$29.99	310-553-3402	knowledgeadventure.com
50.	Kushies Baby	Stacrobats AE TY		1-12	\$45.99	800-841-5330	kushies.com
51.	LeapFrog	Leapster L-Max EG ES VG	3	4-10	\$99.99	800-701-5327	leapfrog.com

Key to Product Type:

AC = Arts and Crafts	CD = CD	DH = Doll House	FP = Fantasy Play	OP = Outdoor Play	SR = Social Responsible
AE = Active	CG = Card Game	DO = Doll	GE = Game	OT = Other	SW = Software
AT = Audiotape	CM = CD-Rom	DV = DVD	HO = Hobby	PL = Plush	TR = Travel
BG = Board Game	CO = Construction	EG = Electronic Game	ML = Musical	PU = Puppet	TY = Toy
BO = Book	CP = Creative	ES = Educational	NO = Novelty	PZ = Puzzle	VT = Video Tape

DR. TOY'S 100 BEST CHILDREN'S PRODUCTS FOR 2005

Selected by Stevanne Auerbach, Ph.D. (Dr. Toy)

#	Company	Product Type	Top 10	Age	Price	Phone	Website
52.	Learning Journey	Desktop PC EG ES SR	3	5-12	\$49.99	877-839-3969	thelearningjourney.com
53.	Learning Resources	Reading Roadway BG	2	8-12	\$19.95	800-222-3909	learningresources.com
54.	Leboe & Grice	Smart-Bear Adventures AC CM CP ES	4	3-9	\$24.95	888-633-4218	smart-bear.com
55.	Legacy Interactive	Zoo Vet SW VG		8-12	\$19.95	888-708-8715	legacyinteractive.com
56.	LEGO Systems	Wild Hunters AE CO CP FP NO	8	6-12	\$29.99	800-453-4652	lego.com
57.	Lucy Hammett	American Art Bingo BG ES	7	3-12	\$13.95	888-420-7585	lucybingogames.com
58.	Made By Hands	Make-Your-Own Scrapbooks AC CP	7	5-12	\$18.99	800-839-7369	made-by-hands.com
59.	Mattel	Mega Rigs Dino Adventure FP TY	1	3-12	\$42.99	800-524-8697	mattel.com
60.	Mega Bloks	Wonderful Wizard of Oz AE CO FP	1	1-5	\$29.99	888-333-4227	megabloks.com
61.	MGA	Rescue Pets PL	1	3-5	\$19.99	800-222-4685	rescue-pets.com
62.	Mic-O-Mic	LonPos 101 Game ES HO PZ SR	5	8-12	\$16.99	877-642-6642	micamericas.com
63.	Morning Star Games	Pet Detectives BG CG ES SR TR		7-12	\$12.99	888-304-4263	morningstargames.com
64.	MyLittleGenius.Net	Keyboard & Optical Mouse EQ ES	3	4-12	\$39.95	866-694-3648	mylittlegenius.net
65.	NAMiTS	NAMiTS Junior CG CP ES TR TY		3-8	\$9.95	207-797-5502	namits.com
66.	Ohio Art	Etch A Sketch Wired EG	7	4-12	\$24.99	800-641-6226	ohioart.com
67.	Only Hearts Club	Theme Dolls DO		6-12	\$18.00	805-267-1292	onlyheartclub.com
68.	Open Spaces	Level Minded AE CP ES GE SR		8-12	\$29.95	970-945-9558	therapygames.net
69.	Oregon Scientific	SmartGlobe EL ES	2	5-12	\$149.99	800-853-8883	oregonscientific.com
70.	OWI	Binary Player Robot CO CR ES HO SR	3	9-12	\$34.95	800-638-1694	owirobot.com
71.	PERS	Here Come The Blobbies BO CM ES	1	6-12	\$15.89	800-505-7377	pers.com
72.	Platypus Games	Evolution BG	5	10-12	\$34.95	800-613-1507	platypusgames.com
73.	Playmobil	Take-Along Doll House FP TY	1	3-5	\$29.99	800-752-9662	playmobil.com
74.	Preschool Prep Co	Preschool Prep Series ES TR VT DV	2	9 mos-5	\$14.95	866-451-5600	preschoolprepc.com
75.	Publications Intl	Story Reader BO CP ES TS TY	2	3-8	\$24.99	800-745-9299	pilbooks.com
76.	R & R Games	Hide & Seek Safari AE EG OP TY		4-12	\$34.95	888-874-3353	rnrgames.com
77.	Radica	20Q Challenge EG TY	3	8-12	\$29.99	800-854-9551	radicagames.com
78.	Radio Flyer	Twist Trike AE OP TS	8	2-7	\$60.00	800-621-7613	radioflyer.com
79.	Rhapsody Records	Love Me Playful! AE CD ES FP ML,PU		6 mos-5	\$14.00	916-483-4686	lovemeplayful.com
80.	Rock 'N Learn	Ready for Kindergarten ES ML TR VT	6	3-5	\$19.99	800-348-8445	rocknlearn.com
81.	Sanford	Foohy SpyTech Marker CP GE TR TY		9-12	\$3.99	800-323-0749	foohy.com
82.	Schoenhut Piano	Deluxe Spinnet ES ML	7	3-9	\$238.00	888-414-2739	toypiano.com
83.	Scientific Explorer	Mind Blowing Science ES SC TY	2	4-8	\$20.00	800-900-1182	scientificexplorer.com
84.	Small Not Stupid	A Mother's Voice CD ML SR	6	0-8	\$12.00	310-399-2533	dianerosemusic.com
85.	Small World Toys	Neurosmith Together Tunes BO ML		1-5	\$29.99	866-310-1717	smallworldtoys.com
86.	Snap TV Games	Eco-Rangers EG ES SR TR DV	4	6-9	\$24.99	310-828-1700	snaptvgames.com
87.	Spin Master	Aquadoodle AC CP TR TY	7	2-8	\$14.99	800-622-8339	spinmaster.com
88.	Start Smarter	Amazing Airplanes Videos TY	4	2-8	\$14.99	404-944-1351	startsmarter.com
89.	Techno Source	Coleco LCD-Game EG VG	3	6-12	\$9.99	617-529-1300	technosourceusa.com
90.	Toppos	Toppos AE CP ES SR TR	8	6-12	\$10.00	562-355-0543	toppos.net
91.	University Games	Toy Creator AC CP TY	1	6-12	\$12.98	800-347-4818	ugames.com
92.	VTech	V.Smile Pocket EG ES TR VG	3	5-12	\$89.99	800-521-2010	vtechkids.com
93.	WABA Fun	Superstructs BIG Builder CO	8	4-12	\$35.95	866-926-0848	superstructs.com
94.	Walter Foster	Fun with Calligraphy AC BO CP ES HO	7	8-12	\$14.95	800-426-0099	walterfoster.com
95.	Wild Heart Ranch	Desert of Lop BO CP ES HO SR		9-12	\$17.99	888-889-9213	wildheartranch.com
96.	Wow Wee	Roboraptor AE HO TY	1	8-12	\$119.00	800-310-3033	wowwee.com
97.	Young Scientists	Adventure Science Series CP ES TY	2	5-12	\$14.99	800-964-1320	kidsciencekits.com
98.	Zang Games	Healthy Habits AE BG ES	8	3-5	\$25.00	512-771-5246	zanggames.com
99.	Zany World Game	Zany World Game BG CG	5	7-12	\$29.99	866-663-4263	zanyworldgame.com
100.	Zapf Creation	Baby Annabell Function Doll DO		3-8	\$39.99	877-629-9273	us.zapf-creation.com

Key to Top Ten Best:

1 = Toys

2 = Educational Products

3 = Software/CD-Rom/High-Tech Products

4 = Socially Responsible Products

5 = Games

6 = Audio/Video Tape/CDs

7 = Creative Products

8 = Active Products



Dr. Toy's Ten Tips on Use of Smart Play/Smart Toys for Learning and Fun

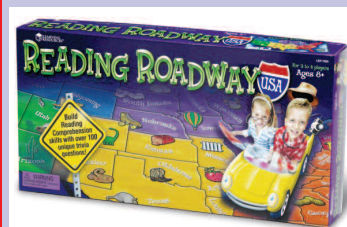
After school, weekend and vacation activity provides the balance and well-being important for children. Parents need to carefully select products for playtime and find time to play games and puzzles and find more time for play. Plan constructive fun and informal activities to make a critical difference between stress and balance in a child's life.

1. Make sure your child's toys, games and playthings are easily accessible and stored in easy to locate boxes and shelves.
2. Limit TV until other activities such as creative projects have been enjoyed, homework, and chores have been completed, and some time has been spent in outdoor play.
3. Outdoor space is important to children who have been in school all day. Outdoors activities offer opportunities to release stress and exercise.
4. Schedule or support ongoing activities that your child can look forward to in the afternoon, particularly ones that offer a sense of accomplishment—like swimming or music lessons, arts and crafts projects or other creative activities.
5. Set aside social time with other children outside of school. Creating time for informal get-togethers help children learn inter-personal skills.
6. Don't forget to read stories to your child. Make "read-aloud" a family activity, and, whenever possible, a daily ritual.
7. Encourage imaginative play: books, games, and creative pursuits. Guide your child toward hobbies and projects, especially those that spark an interest in science, nature, biology, math, geography or other areas that help them to find more interest in specific subjects.
8. Help your child become more independent by learning how to take care of personal needs like homework and personal grooming. Regardless of age teach your child to get clothes ready the night before to reduce stress in the morning.
9. Create time for a good balance of varied play experiences of physical activity, creativity and educational opportunities.
10. Vary play experiences such as construction, puzzles, skill building products, creativity and dramatic play with puppets, reading, and writing stories.

Children need time to nurture their creative experiences, to unwind from all pressures, to do homework, and to be able to focus attention on what has to be accomplished. "This requires some juggling, planning, and patience as children learn how to manage their time effectively. Learning these skills, scheduling and balance are your child's preparation for school, work and life ahead.

Selected "Smart Toys" for Skill-Building

- **Active Play** - Rescue Pets MGA Entertainment (Ages 3 - 5 \$19.99) 800-222-4685 www.rescue-pets.com
- **Construction** - Mega Bloks®, Lil' Copter™, Ages 1-5, Top 10 #1 (Toys). Suggested Retail Price: \$9.99 USD, 1-888-465-6342, www.megabloks.com.
- **Creativity** - Toy Creator - Real Toy Maker (Ages 6 and up \$12.98) University Games 800-347-4818 info@ugames.com www.ugames.com
- **Dramatic Play** - Sequoia Tree Wildlife (Ages 3 and up \$40.00) Folkmanis 800-654-8922 info@folkmanis.com www.folkmanis.com
- **Learning Skills** - V.Smile Pocket Learning System (Ages 5 -12 \$89.99) VTech Electronics 800-521-2010 vtechkids@vtechkids.com www.vtechkids.com
- **Learning Strategies** - Teddy (Ages 3 -12. \$19.99). Educational Insights 800-995-4436 service@edin.com www.edin.com
- **Logical Thinking** - Reading Roadway USA™ *(Ages 8 and up \$19.95) Learning Resources 800-222-3909 www.learningresources.com
- **Puzzle/Logical Thinking** - Manatees Scramble Squares® 9 Piece Puzzles. (Ages 4 and up. \$7.95) b.dazzle 800-809-4242 info@b-dazzle.com www.b-dazzle.com



SMART TOYS FOR SMART PLAY

***Dr. Toy's "100 Best Children's Products for 2005"
Report on Internet's World Wide Web
Best Smart Products for Holiday Gifts***

***Toys, Videos, Audio CDs and Tapes, Games, Books, Software/CDROM's and many new,
unique, quality, developmentally appropriate items are featured.***



"Dr. Toy's 100 Best Children's Products" Awards Program 2005 was developed by noted child development authority, Stevanne Auerbach, Ph.D. (a.k.a. Dr. Toy) as a service to consumers who desire to purchase safe, affordable, educationally oriented, and stimulating toys and products for children.

"As a childhood specialist for over 35 years," says Dr. Toy, Director of the Institute for Childhood Resources, founded in San Francisco in 1975, "I have seen the continuous, essential need for more year-round resources for consumers to identify and choose the most appropriate, safe and engaging learning and developmental products for all children."

Dr. Toy reports that in the years the innovative on-line magazine, Dr. Toy's Guide has been available "thousands of visitors daily from around the world have accessed its information." The site was the first on-line resource to evaluate toys and children's products. "The smart play products selected from 100 companies across the U.S., Canada and other countries provide children with exciting new learning tools that help them to do better in school, and also provide more constructive activities to do after school."

The winning products include innovative toys, games, books, videos, audiotapes, software/CD's, crafts, socially responsible and other children's products.

Dr. Auerbach believes "parents and grandparents need help to get a head start locating new, diversified products that children will enjoy using while they increase learning skills, enhance instruction and expand creativity." and small companies and range from low to

"Children learn best through play," says Dr. Auerbach, "and these smart products encourage children to maximize their potentials."

"Back-to-school is a good time to 'take stock' and do an inventory of what your child is playing with, what is not used and what they need next in their development." adds Dr. Toy. "Our Guide offers excellent ideas for choosing new products for after school play and the holidays ahead."

"Dr. Toy's 100 Best Products" were carefully chosen from among hundreds she has reviewed at toy fairs, catalogs, and through many other sources, and by using extensive criteria she has developed over many years.

Among the criteria used are: safety, age-appropriateness, design, durability, lasting play value, cultural and ethnic diversity, good transition from home to school, educational value, learning skills, creativity, improvement in the understanding of the community and the world, good value for price, and, naturally, fun.

In addition to the "100 Best Products," Dr. Toy has created eight special award categories for products suitable for babies to older children including products ranging from handicrafts to hi-tech, priced from \$8.00 to \$100.

The winning products are affordable, well designed, and reflect the wide range of children's interests.

Examples of the aspects of smart play of these outstanding smart toys and products and the companies recognized by these special awards include:

Creativity/Art: Aquadoodle (Spin Master); Puzzle/Logical thinking/Games: Manatees Scramble Squares® puzzle (b.dazzle); Zimbas (Blue Orange Games), Raceway (Front Porch Classics), LonPos (Mic O Mic Americas), Da Vinci (Briarpatch), Teddy (Educational Insights); Learning/ Reading Readiness: Read with Me (Fisher Price), Jumbo Reading Rods(ETA Cuisenaire); Learning/Reading: Reading Roadway (Learning Resources); Mental Development: Smart Globe (Oregon Scientific); Construction Play: Lil Copter (MegaBlocs), Pirate Ship (K'NEX), Take Along Doll House (Playmobil), Wild Hunter (LEGO Systems); Math Readiness/Logic Development: Polly Pocket Cash Register (KIDdesigns), V.Smile Pocket (Vtech); Fantasy Play/Dexterity: Toy Creator (University Games); Dramatic Play/Language: Blobbies (PERS), Rescue Pets (MGA Entertainment); Active Play:-Hopscotch (ALEX), Twist Trike (Radio Flyer).

Winning products manufactured by new, small and large companies from around the world include: Alex, b.dazzle, Battat, Blue Orange Games, Corolle Dolls, Discovery Toys, Do Re Me and You, Educational Insights, Fanny's Playhouse, Fisher-Price, Folkmanis, Front Porch Classics, Fundex, Gamewright, Goldberger Dolls, Inspiration Software, International Playthings, Kimbo, Klutz, Learning Resources, LEGO Systems, Lucy Hammett Games, Made by Hands, MegaBlocs, Mic-o-Mic Americas, MGA Entertainment, Ohio Art, Oregon Scientific, PERS, Playmobil, Publications International, Radio Flyer, R&R Games, Sanford, Small World Toys, Spin Master, VTech, Walter Foster Publishing, Zapf Creation, and many others.

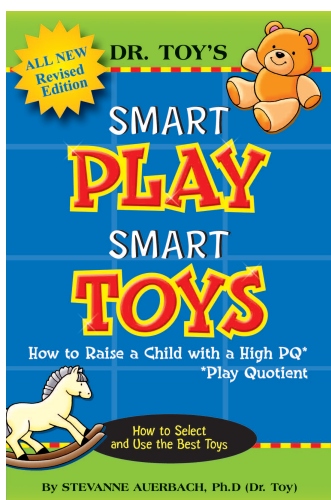
Dr. Auerbach, a long-time resident of San Francisco, originally from New York City, lived in Washington, DC, while working for the Department of Education where she approved the first proposal for "Sesame Street" and established the first model day care center for children of federal employees. In San Francisco she established the first "hands-on" toy museum visited by over 50,000 children. She is the only independent Ph.D. evaluating toys and children's products with extensive training, background, and over 35 years of experience evaluating, writing and speaking about toys and children's products. Dr. Auerbach is trained in education, child psychology, child development, and special education. She is a parent educator, consultant, parent and grandparent.



Folkmanis: Sequoia Girl, www.folkmanis.com

SMART PLAY SMART TOY

Books to Guide Search For The Right Toy



"Many people think play is trivial, but it isn't," said Dr. Toy. "Play is vital for the developing mind because it allows children to extend their imagination, resourcefulness, social interaction, problem-solving skills and resilience."

The book helps parents navigate the thousands of toy and play options available, offers tips on how to evaluate toy safety, and provides 160 activities that enhance PQ. In addition, it identifies gender-specific and age-appropriate toys, important craft supplies for playtime and hundreds of ways to make play a life-long and nurturing experience.

PLAY According to Jim Whitney, President of Educational Insights, "Effective play produces a well-rounded child, ready to take on further learning challenges. We are very pleased to be involved in spreading the very popular and practical advice for which Dr. Toy is so well known."

For copies of "Smart Play/Smart Toys" contact: www.EducationalInsights.com or call 800 995 4436 or see www.TheArk.com to order autographed copies



Educational Insights: Teddy
www.edin.com



The book is now available in Chinese, German, Korean, Spanish and Thai. For more information, see www.drtoy.com



See www.EducationalInsights.com For more information or to order books, call 800-995-4436

Dr. Toy provides practical ideas to enhance play-time, for all children from baby to older children.

- Dr. Stevanne Auerbach really understands children, play and



toys. This book is a wonderful resource for parents, teachers and everyone who works and plays with children...

Michael B. Rothenberg, M.D.
• Auerbach applies her scientific, but not preachy expertise to that challenge. She relies as much on common sense and parenting insight as on scholarly

research to suggest toys ranging from brooms and plastic cups to books and watercolors to amuse,

stimulate, and activate children.
Kathryn Carpenter Booklist, American Library Association

- **Dr. Toy's Smart Play Smart Toys** is a great guide for anyone searching for the right toy for creative play, building developmental skills or for just plain fun. It's easy to use and well organized. Invaluable!

Alice Bergman West Side Kids (ASTRA member), N.Y. C.



"Toys+Play = Smart Kids"