

TWEEN ALERT! SETTING BOUNDARIES AND LETTING GROW IS A LAUGHING MATTER TO WIN RECONGNITION

Creative child awards” Wizarday- when our stuff went away” 2011 game of the year.

Bethel CT (July 2011) - Over 100 moms, educators and child psychologists reviewed new products, on behalf of Creative Child Magazine, to judge one product to be the best product of the year. They chose Wizarday to be the best product of 2011 at the “kid`s board game & social skills/self discovery” category.

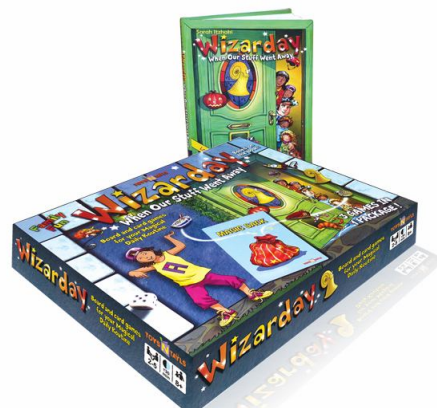
This award comes after a prestige book review by Jim Cox of Midwest Book Review: “Scheduled around a ghostly holiday (Halloween), the events of *Wizarday* lead to fun-filled games and routine - related deals that somehow lead to smooth operations of daily routines and increased family harmony. How does all this work? It really is best to read the book, besides, it’s more fun that way!.....Parents of preadolescents will love *Wizarday* but they may have to wait their turn to read it”.

Filled with fun characters and silly names, *Wizarday* consists of a hilarious fiction storybook with 3 corresponding board and card games. Game 1 follows the story as players race around the board in search of their lost routine. In game 2 each player finds a proper room for his opinion. And game 3? A quick card game to play on the go.

Reading and playing helps families facilitate their understanding of routines, preparing tweens for responsible adolescence.

Old family values with 21st century skills – communication, collaboration, creativity, and problem-solving.

Age 8+ • \$37.5



Since its debut, *Wizarday* was awarded “The Toy Man Editor Choice Award” and “The Toy Man Seal of Approval”, for high value of potential cognitive/critical skill growth and overall improvement in an individual or group. In addition, *Wizarday* book received a 5 star rating in the “American Chronicle” children book review by Rhonda Fischer.

Toys N Tayls was founded by Dr. Sarah Itzhaki and Steven Tobias, Psyc. Its goal is to bring health awareness to the home through fun experiences. Each product has a book and corresponding game or toy, which targets a different kind of personal challenge. Through humorous stories and games, children ages 5 and up learn how to face daily challenges and discover ways than can conquer their fears, doubts and problems.

Visit the award-winning ToysNTayls at <http://www.toysntayls.com> for more information.