



2010 AWARDS & HONORS

Parenting Magazine

The Parenting Magazine Toy of the Year Award is a prestigious honor featured in the popular magazine as well as on its website. Parenting Magazine has over one million subscribers and is a highly credible source of information for parents nationwide. The Bendaroos Creativity Center was recognized as one of the magazine's Toys of the Year and will be featured in the November issue.



Oppenheim Award

Toy industry expert Stephanie Oppenheim runs the Oppenheim Awards program which recognizes the year's best toys. Stephanie frequently contributes to national broadcast programs, such as the Today Show, and often features Oppenheim Award winning products on-air. This year, she selected the Bendaroos 3-D Activity Kit as a Gold Seal Winner.



Creative Child

The Creative Child awards program is evaluated by a group of parents and educators who test the products based on the various award categories. The awards program offers three levels of certifications: the Preferred Choice Award, Seal of Excellence and Toy of the Year. Bendaroos received a Seal of Excellence award for the 3-D Activity Pack and Preferred Choice award for the Creativity Center.



The National Parenting Center

The National Parenting Center's [Seal of Approval program](#) is an independent testing procedure conducted to judge a variety of products for children. The program releases reports several times annually announcing its Seal of Approval winners. The Bendaroos 3-D Activity Kit won the National Parenting Center Seal of Approval in its Fall 2010 testing period.





Education.com

Education.com is a website targeted towards teachers and parents. The site presents education news and product recommendations. Education.com chose the Bendaroos 100-Piece Animals Theme Pack for its annual gift guide.



The screenshot shows the Education.com website interface. At the top, the logo reads "education.com Bringing learning to life". Below the logo is a navigation bar with buttons for Home, Education A-Z, JustAsk, Activities, Worksheets, Find a School, and Colleges. A Google Custom Search bar is located to the right of the navigation bar. The main heading is "Gift Guide" with a decorative orange ribbon. Below the heading are two links: "Go back to Gift Guide" and "See next gift ». The featured product is the "Bendaroos Animals Set". A review snippet states: "Reviewed for 2010, Second Grade under \$10". The description reads: "The company calls them 'amazing flexible building sticks', but we call them unparalleled fun! Whatever you call them, these kits are incredibly simple; they contain a bunch of colored sticks, best described as thin, waxy pipe cleaners, that kids can bend, twist, and sculpt into a range of whimsical shapes. While each kit does contain a small paper guide with specific ideas for 'models,' the magic really happens when kids toss the brochure and start building from scratch. Contains 100 sticks in rainbow and neon colors for hours of creative play! (Bendaroos, \$5.69)". To the right of the text is an image of the Bendaroos Animals Set box, which features a colorful rabbit and the text "100 Pieces" and "Animals".