

For Immediate Release
For press information, contact
KidStuff Public Relations
Lisa Orman, 608-767-1102
Or email Lisa@KidStuffPR.com



NATIONAL PARENTING CENTER SAYS THAT FIND IT® GAMES FIND A LOT MORE THAN JUST FUN

Find It® Games Receives National Parenting Center 2011 Spring Seal of Approval

Snohomish, WA (May 4, 2011) – Because kids love to find things (just think hide and seek, scavenger hunts, etc.), game and toymakers have invented products that reveal the unseen for generations. But one company, Find It® Games from Snohomish, Washington has succeeded in creating games that not only help children to find hidden objects, but that help them to find creativity and insight. And because of that, The National Parenting Center has found two Find It Games extremely deserving of its 2011 Spring Seal of Approval.



After reading what the parent judges had to say about the games, there's no doubt others will find them worthy as well:

Find It Games – Oh, Really!

Award Category: Games
Recommended Ages: 10 and Up
Price: \$20.00

“Testers referred to the time they spent playing "Oh, Really!" as exceptional. A great game but also a great opportunity to find out how much, or how little you know about other players. The instructions and even the look of the game won't bowl you over but the experience is the key here. The cards ask you to consider and rank items that are about as diverse as you could possibly imagine. How about these for random, "mirrors", "spoons", "prayer", "fame", "responsibility", "food", "marriage", and on and on and on. The game is clearly thought provoking, and sometimes emotional but never at the expense of laughter and entertainment.”



Find It Games – VeggieTales Find It

Award Category: Games
Recommended Ages: 4 to 94
Price: \$25.00

“A fun and innovative game that is challenging yet not stressful. That in a nutshell is how parent testers reviewed this newest version of Find It, the ingenious game of hidden objects hiding and floating inside a clear cylinder that just



begs to be shaken, turned and spun. The entire family no matter the age, from child to grandparent can have fun maneuvering the canister around trying to bring objects out from hiding. There is a scorecard for keeping track of your finds. Other comments about the game ranged from praise for its sturdiness to thumbs up for portability. This is a really great game for the car.”

ABOUT THE NATIONAL PARENTING CENTER

The National Parenting Center was founded in July of 1989, with the intention of providing the most comprehensive and responsible parenting advice to parents everywhere. The advice provided is furnished by some of the world's most respected authorities in the field of child rearing and development.

The National Parenting Center's Seal of Approval program, created in 1990 as an adjunct to TNPC's support services, identifies the finest products and services being marketed to the parent/child audience. From educational and entertainment products and equipment to travel destinations, the consumer oriented testing process solicits evaluations from parents and their children. This award signifies to other parents that their peers have acknowledged a product's quality and desirability based on a wide variety of determining factors.

By any yardstick there is no denying that 2010 was a tumultuous year throughout the world and here at home. As it releases the final Seal of Approval report of 2010, and awards the first 2011 Seals of Approval, The National Parenting Center wants to recognize the hard work and dedication it takes to persevere in a climate and times such as these. The companies and the people behind them have created products and services that really connected with its testers and are deserving of this award as well as the benefits that come with Seal.

It is the sole intention of The National Parenting Center to advise, support and guide parents with sound, responsible advice.

ABOUT FIND IT® GAMES

Founded by husband and wife partners, Bob and Lynn Knight in 2003, “Find It® Games” is the quintessential success story in the toy and game industry. What started as a fun family idea at the dinner table has grown into a business that has sold over 1 million units, and a brand name that is recognized by the best specialty retailers in the industry.

With an impressive international and domestic distribution-chain that includes over 7,000 specialty retail stores, Find It Games can be found in national retailers such as Barnes & Noble, Borders, Hallmark, Target, Bass Pro Shops, Cabela’s and Christian book and gift Stores. For 2011 and beyond, Find It will continue to grow through additional themes, licenses and even brand new concepts from well-known inventors.

For more information visit www.finditgames.com.

###