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## FIND IT® GAMES SIMPLY CANNOT DISGUISE ITS SUCCESS

### *Find It® Games Receives A Pair of 2011 Tillywig Summer Toy Awards*

Snohomish, WA (August 1, 2011) – If you want to blend in and hide, you wear camouflage. Soldiers use it, hunters use it, even native Americans used it. And, for the most part, it works really well. But for Find It Games, even though one of their most popular new games, “Find It On A Hunt” uses camouflage-colored pellets, the company itself simply cannot hide its popularity. Especially since it just received a two 2011 Tillywig Summer Toy Awards for two versions of its popular scavenger hunt-style games.

In order to be selected as a Tillywig award winner, a product must be determined to have high entertainment and/or educational value. Tillywig's awards program provides retail buyers, news media, parents, and consumers with product information and reviews of superior children's products available in today's marketplace. After extensive testing, they bestowed four different awards – Best Family Fun, Top Fun, Brain Child and Sterling Fun -- to children's products currently on specialty toy store shelves. Find It Games received two of them.



**Summer 2011 Tillywig *STERLING FUN* AWARD** – Awarded to distinctive children's products notable for their exceptional quality and bold originality.

#### **Find It On A Hunt**

Recommended Ages: 8 & Up  
Price \$20.00

“Labradors, squirrels, and ducks, oh, my! This decidedly outdoorsy version of Find It not only contains dozens of miniature representations of things you would find on a hunt, the tiny pellets among which they are hidden extend the theme nicely with a blend of wood-tone and camouflage colors. Like all the Find It games, On A Hunt keeps your hands moving and your eyes sharp as you race (either solo or against other players) to bring hidden items into sight. Everything is contained within a clear plastic cylinder, and the goal is to find as many hidden objects as possible by jostling, rotating, shaking, and inverting the cylinder, shifting the pellets inside to reveal the treasures. A scorecard listing all the items enables players to keep track of found treasures by checking them off as they are discovered. And, as always, focus, persistence, and a keen eye will get you everywhere!”





**Spring 2011 Tillywig *BEST FAMILY FUN AWARD*** – Awarded to top-notch products that encourage interactive fun or are well-suited to family play.

**Find It VeggieTales**

Recommended Ages: 4 & Up

Price \$25.00

“What's better than a great idea? Two great ideas that come together for double the fun! Now your favorite VeggieTales characters can be found in a new version of Find It, but only if you keep your hands moving and your eyes sharp! This is an extremely engaging game, equally suited to solo play or group fun, in which players race to bring hidden objects into sight. Hold the clear cylindrical container in both hands (it's filled with tiny brightly colored pellets), then jostle, rotate, shake, and invert it, shifting the pellets inside to spy the VeggieTales characters hidden within. One after another they come into view, and when they do, check them off your scorecard. Simple, quick, fun - but not necessarily easy - Find It VeggieTales encourages focus, persistence, and a keen eye, all of which go a long way towards finding the hidden treasure you seek. The hunt is on!”



In addition to the evaluation of children’s products, the Tillywig program also awards a small number of retail stores each year for their ongoing contributions to promoting high quality, innovative new products from small and mid-sized toy manufacturers.

**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 toy and game 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, 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](http://www.finditgames.com).

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