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THINK-A-LOT TOYS PROVIDES EMPLOYMENT FOR PEOPLE WITH DEVELOPMENTAL DISABILITIES THROUGH THE ASSEMBLY OF THINK-ETS GAMES

A Socially Responsible Toy Company

Boulder, CO (April 8, 2010) – With more and more companies choosing to outsource their production to China, Think-a-lot Toys is one company that has made the decision to keep the assembly of their Think-ets games here in the United States—not only that, but doing so using Developmental Disabilities Resource Center (DDRC), a private nonprofit corporation that employs people with developmental disabilities right here in Lakewood, Colorado.



It is an economic fact that many companies are moving their production to China where costs are cheaper. But, this has the unfortunate consequence of taking jobs away from Americans who also need employment. So, when a company makes the decision to keep their production here in the U.S., it's worth noting. Think-a-lot Toys made this decision after recognizing that America needs to invest in its own people, and DDRC was the perfect fit for Think-a-lot Toys.

The toy company's flagship game, Think-ets, uses miniature objects from around the world for storytelling, memory games and general family fun and it is perfect for DDRC to assemble. The workers take great care and pride in putting each miniature into mesh pouches. It's a win-win-win situation. The employees at DDRC have a job that keeps them productive; Think-a-lot Toys benefits by supporting the local economy and people with disabilities; and the customers that buy Think-ets love knowing that their purchase helps support such a wonderful cause.

“Our goal is to make a difference in the world,” says Think-a-lot Toys CEO and Founder Randy Compton. “You do that with every decision you make. It may be cheaper to outsource to China, but in the long run, it feels better to be more socially responsible. Whenever we tell people that we utilize people with disabilities, they are thrilled.”

Leslie Smith is the supervisor of the employees at DDRC who assemble the Think-ets games. She says it makes a huge difference for them to be working at something productive. “They earn

a paycheck now. Rather than just sitting and watching TV, they now interact with the community. It increases their self esteem to get out of the house, earn money, and learn new skills. They hate not having work and they get very bored without it.”

Keeping production of their Think-ets games here in the U.S. and employing people with developmental disabilities is a unique factor behind the game and Think-a-lot Toys wants to make sure that when people buy the “tiny trinket game of imaginative play” they know that they are supporting something worthwhile in the world.

DDRC provides leading-edge services that create opportunities for people with developmental disabilities and their families to participate fully in the community. Quality, dignity and choice are the values of DDRC. They assemble the complete line of Think-ets games including: Think-ets (original), Think-ets Genius, Think-ets Deluxe Pack and Think-ets Teacher Edition.



About Think-a-Lot Toys

Think-a-lot Toys is a Boulder, Colorado company that makes the award-winning Think-ets games. The company was founded in 2007 after Randy Compton, the “Inventor,” came up with an idea of putting miniature items into a pouch and turning it into a fun and entertaining game for kids and parents. At the International Toy Fair in New York in February 2008, Think-ets was listed as the top game/toy for the entire show by the toy reviewer at About.com. By then, Think-ets had already won five awards and was on its way to being a best seller. The company now has six products in its line of “toys and games that make you think.”

Our mission is to create open-ended toys and games that provide entertainment, joy, and learning while stimulating imagination, memory and interpersonal and intrapersonal intelligence.

Think-a-lot Toys products can be found nationwide in nearly 600 U.S. specialty retail stores and in specialty catalogs and websites.

For more information call Think-a-lot Toys at 303-449-2737 or visit their website at www.think-a-lot.com.