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THINK-A-LOT TOYS ADDS ILLUSTRATED CHILDREN'S BOOK TO ITS EXPANDING LINE OF PRODUCTS

Fabulous Franko Shows Kids the Power of Imaginative Thinking

Boulder, CO (September 2010) – Think-a-lot Toys, a leading manufacturer of "games and toys that make you think," has recently added a delightful, illustrated children's book, called "Fabulous Franko and his Fabulous Toys," to its expanding line of products. The book, written for children aged 2-8, is the first children's book in their product line and continues to build on their collection of games, toys and now books that focus on imagination and imaginative play.

Imagination is a powerful force in the development of young children. It is even a powerful force in the development of innovation and a robust economy. Research shows that when kids use their creative imagination (i.e., making something original and useful) in childhood, there is a strong correlation to them achieving a lifetime of creative accomplishment as adults—like becoming entrepreneurs, authors, college presidents, doctors, inventors, software developers and diplomats. It is even a better predictor of this than childhood IQ.

It is this reason that led Think-a-lot Toys to bring on a children's book that highlights the power of imagination.

Fabulous Franko is a story in six stanzas of rhyming verse about a fabulous little guy named Franko and how he uses his imagination to invent new vehicles, which he calls his "special toys," on his many fabulous adventures. He crashes many but keeps dreaming up new vehicles—a clear testament to persistence and continued innovation.

Says Think-a-lot Toys' CEO Compton, "This book has the potential of becoming a well-worn and beloved book for both boys and girls. It has drama, adventure, dreaminess and a rhyming verse that has kids wanting to read it over and over again."

The author of this delightful book is Jane Matlock of Sydney, Australia, who has been writing rhyming verse all her life. Kate Seeley of Crested Butte Colorado is the wildly creative illustrator of this book. She received her training and BFA from the Parson's School of Design in NYC and has a way of making illustrations vividly creative and whimsical.

In a world where imagination is vital for our growth as a species, "Fabulous Franko" is a welcome addition to the bookshelves of children worldwide. The author and illustrator have plans to create another book in the series.

"Fabulous Franko and his Fabulous Toys" is being distributed by Think-a-lot Toys and will be available in toy and book stores nationwide starting in the fall and will have a suggested retail price of \$17.99.

This children's book follows on the heels of Think-a-lot Toys' recently released Story Play Cards.

About Think-a-Lot Toys

Think-a-lot Toys is a socially responsible toy company that makes the award-winning Think-ets games of imaginative play. The company was founded in 2007 and now has twelve products in its line of "toys and games that make you think" including StoryPlay Cards and The Insight Story Card Set, for adults and young adults.

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 are available nationally at specialty toy retailers, and book, gift, museum, and general stores all across the country including large outlets such as: Amazon.com, ToysRUs, Sears.com, Geppetto's, ThinkGeek and Xtreme Geek. Their Think-ets line is assembled in the USA by people with developmental disabilities.

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

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