

***BUILDING THINKING SKILLS*<sup>®</sup> *BEGINNING* WINS TEACHER'S CHOICE AWARD FROM  
*LEARNING*<sup>®</sup> MAGAZINE**

**The Critical Thinking Co<sup>™</sup> continues its award-winning tradition with a 2009 *Learning*<sup>®</sup> Magazine Teacher's Choice Award**

**Seaside, California & North Bend, Oregon (February 4, 2009)** – The Critical Thinking Co.—winner of 12 awards for excellence in education, technology, and parenting in 2008 proudly announces its first 2009 product award. *Learning*<sup>®</sup> Magazine awarded *Building Thinking Skills Beginning* (for ages 3-4) a 2009 Teacher's Choice Award for the Family.

Building Thinking Skills Beginning ©2008, provides fun, highly effective and engaging reasoning activities to improve the vocabulary, pre-reading, pre-writing, math, logic, spatial, and auditory processing skills of preschoolers. It teaches children to use organized analysis instead of guesswork to solve problems as it develops critical thinking skills necessary for success in reading, math, writing, and science. The title may be used as a complete critical thinking curriculum to prepare young minds for preschool academics. The book uses colorful, easy-to-understand activities, sequenced in small steps, many gamelike, and solvable in a short period.

Michael Baker, The Critical Thinking Co. president and CEO said, "We are delighted that Building Thinking Skills Beginning has been recognized with a Teachers' Choice Award. The reviewers liked the variety of activities presented with different colors, patterns, etc. and the scaffolding approach, which allows children to anticipate what do to on each page, needing less help. They also appreciated the way the book integrates critical thinking skills with core subject areas addressing skills used across the curriculum."

"We are very proud of the Building Thinking Skills<sup>®</sup> series and the recognition that it has earned in the education, technology and parenting communities," said Nile Duppstadt, vice president of The Critical Thinking Co. "The series has won countless awards over its 20-year history as the #1 thinking skills program in the world. We are excited to help children learn to think critically as young people, even before they enter school."

*Learning*<sup>®</sup> Magazine Teachers' Choice Awards program is one of the most recognized and prestigious awards in the education market. Teachers from across the United States judge the entries and evaluate how effectively the products are incorporated into the home environment. Each product is evaluated on educational value, originality and creativity, ease of use, safety and durability, and high-interest level and motivation for children. Once the scoring is complete, the scores for each product are averaged. Only those products that meet the stringent standards of the teacher committees are selected. For more information about the Teacher's Choice Awards and to view the complete list of award winners, visit: <http://www.theeducationcenter.com>.

Recent Critical Thinking Co.™ awards: [www.criticalthinking.com/company/awards.jsp](http://www.criticalthinking.com/company/awards.jsp)

**Pricing and Availability**

The retail price of *Building Thinking Skills*<sup>®</sup> *Beginning* for ages 3-4 is \$29.99. The award-winning title is now available and can be purchased at more than 1,800 specialty teacher and home-schooling retail stores, by calling 1-800-458-4849, or by visiting [www.criticalthinking.com](http://www.criticalthinking.com).

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**About The Critical Thinking Co.**

Since 1958, The Critical Thinking Co. has been a recognized leader in teaching critical thinking skills. The company offers fun, easy-to-use products that develop a wide range of thinking skills and improve standards-based learning in reading, writing, math, science, and history. The company's award-winning books and software empower students with the problem-solving skills needed for success in school and in life. The Critical Thinking Co. is recommended by Mensa, *Learning Magazine*, The Well Trained Mind, Dr. Toy, *Creative Child Magazine*, and is used by Sylvan Learning Centers, Club Z In-Home Tutoring, leading U.S. public schools, and gifted and talented programs in 57 countries throughout the world. The Critical Thinking Company guarantees better grades and higher test scores, or your money back.

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