

“Building Thinking Skills® Beginning” Wins iParenting Media Award

The Critical Thinking Co.™ continues its award-winning tradition with another 2010 iParenting Media Award

Seaside, California & North Bend, Oregon (March 11, 2010) – The Critical Thinking Co.™ proudly announces its second 2010 product award. *iParenting Media Awards* selected *Building Thinking Skills® Beginning* (for ages 3-4) out of hundreds of other educational titles for its unique emphasis on pre-reading and early critical thinking skills.

Building Thinking Skills® Beginning 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 scaffolding activities, sequenced in small steps, many game-like, and solvable in a short period.

Michael Baker, The Critical Thinking Co.™ president and CEO said, “Educators used to believe that intelligence was predetermined, but today we know it's not. The ability to focus on detail, synthesize information, to make inferences, manage lots of information, to plan and reason – these skills are not dependent on age or ancestry. We’ve found the sooner individuals fall in love with thinking and problem-solving, the greater their confidence to succeed in school and in life, which is why we developed this preschool edition.”

In a published study, the total gifted population doubled at a school in North Carolina after 4-month trial using the Building Thinking Skills® books. The award-winning series provides a comprehensive approach to cognitive skill development to help unlock the learning potential in each student. The Building Thinking Skills® Beginning book combines decades of proven clinical and pedagogical techniques with engaging and colorful thinking-based activities infused into core subject areas. It's cross-curricular cross-training for the whole brain.

“The book repetitively teaches skills to young children and keeps children interested while reinforcing problem-solving skills,” said one iParenting Media Reviewer. Another reviewer added, “The book gave parents an idea what their children needed extra concentration on.”

iParenting reviewers are a diverse set of parents, experts, licensed childcare centers and schools nationwide. These carefully chosen individuals examine books with a sharp eye toward applicable tools for education in the home and classroom. iParenting.com, a Disney Internet Group media property, is a premier media site focused on parents.

iParenting Media's Award Program provides a credible and objective method of determining the best products and is dedicated to informing, inspiring, and uniting the parenting community.

Award Site: www.iparentingmediaawards.com

Complete List of The Critical Thinking Co.™ Awards:

www.criticalthinking.com/company/awards.jsp

Product Link: www.criticalthinking.com/BuildingThinkingSkills

Please contact us for high resolution artwork.

Pricing and Availability

The retail price of *Building Thinking Skills® Beginning* for ages 3-4 is \$32.99. 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.

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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.™ supplies educational materials to Sylvan Learning Centers, Club Z In-Home Tutoring, leading U.S. public high schools, and gifted & talented programs throughout the world. The Critical Thinking Co.™ guarantees better grades and higher test scores, or your money back.

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