

“Math Analogies Book 1” Wins iParenting Media Award

The Critical Thinking Co.™ wins its third 2010 iParenting Media Award

Seaside, California & North Bend, Oregon (March 23, 2010) – The Critical Thinking Co.™, award-winning publisher of educational books and software for all ages, is proud to announce its third iParenting Media Award of 2010. *Math Analogies Book 1* was chosen out of hundreds of other educational titles for its unique brand of quantitative thinking skills.

Math Analogies Book 1 was created to help second- and third-grade students excel in mathematics and analogical thinking. Understanding analogies and the ability to reason analogically (reasoning used to identify, evaluate, and solve an analogy) are important problem-solving skills that teach children how to break problems down into their component parts, which enables students to produce solutions.

The math analogies in the award-winning book ask children to draw and verbalize their answers. The drawings develop fine motor skills and the verbalization develops communication skills. The analogies in the book are designed around the grade-appropriate standards identified by the National Council of Teaching Mathematics.

“This workbook encouraged positive parent/child interactions in any interesting environment. It also stimulated the logical processing of my child while allowing him to relate in an enjoyable manner by drawing pictures. The workbook also becomes progressively more difficult,” said a satisfied iParenting Media reviewer. Another reviewer praised, “The pictures are simple and the problems are challenging without being frustrating.”

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 Company™ Awards:
www.criticalthinking.com/company/awards.jsp

Product Link: www.criticalthinking.com/MathAnalogies

Please contact us for high resolution artwork.

Pricing and Availability

The retail price of *Math Analogies Book 1* is \$11.99. The award-winner 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 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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