

Win a Tropical Island 7-Night Stay in Belize, an Apple iPod Touch, or \$100 In Product From The Critical Thinking Company™ by using Twitter!

The Critical Thinking Co™ invites you to *Tweet* your way to an exotic, tropical setting

Seaside, California & North Bend, Oregon (July 21, 2009) –The Critical Thinking Co.™, award-winning publisher of educational books and software for all ages, announces the launch of a 10-day giveaway through Twitter, a social networking website. After 51 years in business, millions of satisfied customers, hundreds of innovative educational products, and more than 100 national awards, The Critical Thinking Co.™ decided to celebrate its success and show its sincere gratitude with a unique contest.

In recognition of the founder's favorite destination, The Critical Thinking Co.™ is giving away a free 7-night stay at [Caye Casa](#) Resort in the town of San Pedro, on the island of Ambergris Caye in Belize, Central America, valued at more than \$1,100! (Airfare not included.) The stay includes a free trip to the Belize Zoo, supported by Harrison Ford and the late Steve Irwin, or an excursion to Xunantunich, an ancient Mayan ruin. The second-place grand-prize winner will receive an Apple iPod Touch (8 GB) in honor of the company's upcoming iPod software release. Ten lucky winners will receive \$100 Gift Cards for free product in celebration of The Critical Thinking Company's 100th national award. One \$100 Gift Card will be given away each day for 10 days. The grand-prize drawings will be held on July 21st, the final day of the contest.

To enter, anyone may simply include the **#criticalthinking** tag in any tweet on [twitter](#). For complete rules and giveaway details visit www.criticalthinking.com/tropical. The Critical Thinking Company is known in the *Twitterverse* as @criticalthinks. To follow the company on Twitter, visit <http://www.twitter.com/criticalthinks>.

The company is already socially engaged with over 2,300 followers on Twitter. The Critical Thinking Company™ uses the new viral medium for customer service, tech support, lead generation and promotion.

"We are actively engaged in social networking sites and consider the medium to be an important channel for our business. We were very excited when Kyle Brandow, a marketing team member, approached us with a Twitter contest idea modeled after [Moonfruit](#) and [Squarespace](#)," said Nile Duppstadt, the vice president.

The grand-prize winner has 3 years to take advantage of the 7-night stay offer! Airfare is not included. The beachfront casita is the perfect retreat for two guests only. The Apple iPod will be mailed to the winner free of charge anywhere in the United States. The \$100 Gift Card will be mailed free of charge to each winner anywhere in the world.

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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 Co.™ guarantees better grades and higher test scores, or your money back.

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