

Preschool Kids, Families and Experts Honor Critical Thinking Mathematics Curriculum

Mathematical Reasoning™ series wins third iParenting Media Award

Seaside, California & North Bend, Oregon (August 31, 2009) – America's preschool students are thinking harder than ever and loving it, and many kids say they don't want to stop the new approach after trying the award-winning, visually engaging and mathematically rich activity books. The findings are gleaned from more than two years of ongoing discussions, customer submissions and comments at the criticalthinking.com website, award feedback and other sources. According to The Critical Thinking Co.™ Vice President, Nile Duppstadt, the company has been developing supplemental educational products with a thinking-based approach for over 50 years, but it wasn't until the publisher released complete curriculums for mathematics, language arts, science and reasoning in 2006 did the approach really take hold in schools and families across the country.

The most recent core curriculum title, *Mathematical Reasoning*™ *Beginning 2*, for four year olds, has been named as one of **iParenting Media's outstanding products of 2009**. The comprehensive math curriculum, written to the standards of the National Council of Teachers of Mathematics (NCTM), has quickly become one of company's bestselling series.

"We do not teach through drill and memorization or to the tests; our approach is to focus student attention on the process of solving the problem, rather than focusing on the answer," said Mr. Duppstadt. "Kids really enjoy our analytical and creative approach to learning – it reduces boredom and allows educators to teach advanced concepts much earlier with great success, such as teaching algebraic thinking to three-year-olds!"

A father from Massachusetts said, "This book is loaded with fun thought-provoking activities. My daughter enjoyed this type of challenge and didn't want to stop!"

"When my daughter turned 3, we began the *Mathematical Reasoning*™ *Beginning 1* book for 3 year olds and finished it in less than two months! I was very pleased on how advanced it was towards the end of the book - much better than the workbooks you find at Wal-Mart, for example," said a mother from New York.

A math instructor from Louisiana said, "My son absolutely loves it! The first day we looked at the book, he completed the first 13 pages! I love that the instructions are so simple and understandable; it really keeps him engaged."

[*Mathematical Reasoning*™ *Beginning 2*](#) is the second book in a seven-book series spanning ages 3 to Grade 8 designed to help children devise strategies to solve a wide variety of math problems. These books emphasize problem solving and computation to build the math reasoning skills necessary for success in higher-level math and math assessments. *Mathematical Reasoning*™ *Beginning 2* is a complete curriculum for children of age 4.

The award-winning math book, like all books submitted to iParenting, was precisely matched using iParenting's state-of-the-art technology to experienced reviewers within iParenting's database. It was thoroughly reviewed and evaluated by a variety of sources including experts and families. Results were compiled and submitted to the iParenting Media Executive Committee for final approval.

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

Pricing and Availability

The retail price of *Mathematical Reasoning™ Beginning 2* is \$29.99. 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.

###

CONTACT INFO:

Nile Dupstadt - V.P. of Sales & Marketing
800-458-4849 x 109
niled@criticalthinking.com

Tim Sitar - Product and Assessment Specialist
800-458-4849 x 111
tims@criticalthinking.com

WEBSITE: www.criticalthinking.com
E-MAIL: info@CriticalThinking.com
PHONE: 800-458-4849

Corporate Offices:
1069 Broadway Ave., Seaside, CA 93955
1997 Sherman Ave., North Bend, OR 97459

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*, *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.

The Critical Thinking Co.™ and *Mathematical Reasoning*™ logos are trademarked or registered trademarks of The Critical Thinking Co.™ Copyright © 2009 The Critical Thinking Co.™ All Rights Reserved.