

**The Critical Thinking Co.™ Donates Five-Percent of 2009 Gross Sales  
in Product to Charities and Children in Need**

**As aid to U.S. charities shrinks for a second consecutive year,  
50-year-old family-owned educational publisher substantially increases charitable giving**

**Seaside, California & North Bend, Oregon (December 9, 2009)** – Every day, millions of kids in the United States arrive at a preschool or after-school program without an age-appropriate book to read, let alone a computer to use. According to the Giving USA Foundation, 2008 marked the first year charitable giving declined in more than two decades. The downward trend appears to be continuing in 2009, according to the latest Philanthropic Giving Index (PGI) released in August by the Center on Philanthropy at Indiana University. With charitable giving declining and millions of children living below the poverty line, the lack of educational resources frequently strikes the most important people in our communities; teachers and children.

The *Kids In Need Foundation* indicates more than 13 million U.S. children live below the poverty line, and according to *First Book*, 80% of preschool and after-school programs serving low-income populations have no age-appropriate books for the children they serve.

You can help provide critical educational materials to those in need now. Join The Critical Thinking Co.™ as they help educate children in need this holiday season and throughout their lives. You can do your part simply by shopping at [www.CriticalThinking.com](http://www.CriticalThinking.com). In honor of the company's founder, a portion of every order is donated to the John David Baker Memorial Scholarship Fund for less privileged children. The family-run business also donates award-winning product to educational and charitable institutions such as *Gifts In Kind International*, *First Book*, *Kids In Need Foundation*, and many others.

The Critical Thinking Co.™ donations to schools and charities include national award-winning titles such as *Scratch Your Brain<sup>R</sup>*, *Language Smarts™*, *Red Herring Mysteries*, *Reading Detective ®*, *Editor in Chief ®*, and more.

With a record-breaking 50 million students entering classrooms across the nation and teachers spending more than ever before of their own money to purchase supplies for their students and classrooms, upwards of \$1000 annually, the need for quality educational materials, especially for low-income populations, has risen drastically.

"It is a great honor to support schools and charities in their greatest time of need," said Nile Dupstadt, vice president. Dupstadt added, "The Critical Thinking Co.™ is committed to enhancing education and developing critical thinking and problem-solving skills to ensure our students are prepared for the challenges of tomorrow and able to compete with their global peers."

To learn more about The Critical Thinking Co.'s educational books and software, visit [www.CriticalThinking.com](http://www.CriticalThinking.com). For a complete list of The Critical Thinking Co.™ Awards, visit [www.criticalthinking.com/awards](http://www.criticalthinking.com/awards).

**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<sup>R</sup> Magazine, The Well Trained Mind, Dr. Toy, and Creative Child Magazine; and used by Sylvan Learning Centers, 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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