

***Balance Benders*[™] Honored with Dr. Toy's Best Vacation Children's Product for 2010**

Fourth- through Twelfth-Grade Deductive Thinking Giant is selected as one of Dr. Toy's Outstanding Products of 2010

Seaside, California & North Bend, Oregon (July 23, 2010) – The Critical Thinking Co.[™], award-winning publisher of educational books and software for all ages, is proud to announce that *Balance Benders*[™] Level 1 has been named one of Dr. Toy's Best Vacation Children's Product for 2010 . The new *Balance Benders*[™] book teaches logic and figural and algebraic reasoning giving fourth- through twelfth-grade students and beyond, an academic advantage as they become lifelong problem-solvers, able to tackle higher-level mathematics, science, and engineering with relative ease.

Balances Benders[™] Level 1 introduces children to deductive thinking and pre-algebraic skills that they will use far beyond the classroom walls, plus they are fun, habit-forming, brain-building activities. These logic-based problems resemble The Critical Thinking Co.[™] hit series *Mind Benders*[®], but use engaging figural (or non-verbal) activities. Children must analyze each balance to identify the clues, and then synthesize the information to solve the puzzle.

Balance Benders[™] was written by Robert Femiano, a 34-year veteran of elementary and university education. In 2002, Femiano won the highest honor in education, The Presidential Award for Excellence in Mathematics and Science Teaching.

Dr. Toy's awards were developed by noted child development authority, Stevanne Auerbach, Ph.D., aka Dr. Toy, as a service to consumers who want safe, affordable, educationally oriented materials for children for vacation time or on the road. **Dr. Toy's Best Products for summer 2010** are carefully chosen, using extensive criteria that Dr. Auerbach has developed over many years.

The other titles in the *Balance Benders*[™] series (Beginning Level, Level 2, Level 3), which cover grades 2-6, grades 6-12+, and grades 8-12+ respectively, are now available.

Award Site: www.drtoy.com

Complete List of The Critical Thinking Co.[™] Awards:

www.criticalthinking.com/company/awards.jsp

Pricing and Availability

The retail price of *Balance Benders*[™] Level 1 for grades 4-12+ is \$9.99 and is now available at more than 1,800 specialty teacher and home-schooling retail stores, by calling 1-800-458-4849; or by visiting www.criticalthinking.com/balancebenders. Sample pages and table of contents are online. Contact us for high-resolution artwork.

###

CONTACT INFO:

Nile Duppstadt – Vice President
800-458-4849 x 109
niled@criticalthinking.com

Robert Owen – Product and Education Specialist
800-458-4849 x 111
robo@criticalthinking.com

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

Corporate Offices:
1069 Broadway Avenue, Seaside, CA 93955
1997 Sherman Avenue, 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.™ 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.

The Critical Thinking Co.™ and logos and *Balance Benders*™ are trademarked or registered trademarks of The Critical Thinking Co.™ Copyright © 2010 The Critical Thinking Co.™ All Rights Reserved.