

CONTACT: Fawn Rechkemmer
toys@ittybitty.city
417-202-2025



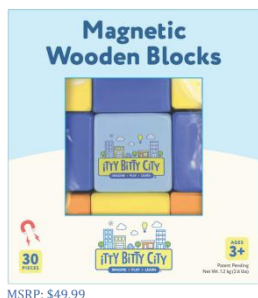
FOR IMMEDIATE RELEASE

ITTY BITTY CITY'S MAGNETIC WOODEN BLOCKS RECEIVE THE DR. TOY'S 2018 BEST PICK AWARD

SPRINGFIELD, MO (December 6, 2018) – Dr. Toy, a toy review expert with 30 years of experience has recognized our new Itty Bitty City Magnetic Wooden Blocks as a 2018 Best Pick Award. The 30 piece block set is also included in the Dr. Toy's Top 10 Best Gifts for 2018.

The Dr. Toy Best Picks Children's Products Award Program® was developed by noted play and child development authority, Stevanne Auerbach, PhD, (a.k.a. Dr. Toy) as a service to consumers who desire to purchase safe, affordable, educationally oriented, stimulating new smart toys and play products for children. The Best Picks Award began in 1992 by Dr. Toy in cooperation with the national publication, Early Childhood News, to recognize outstanding educational play products that deserve consideration and use at home and in school.

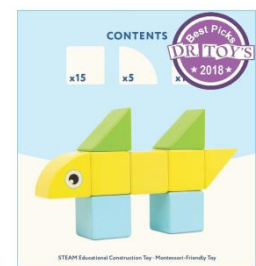
The report, "Dr. Toy's Best Picks for 2018," is being released to encourage parents and teachers to focus on the value of play as essential to the learning process."



MSRP: \$49.99

Itty Bitty City, a creative play center based at 3640 S. Campbell, Springfield MO 65807, is celebrating being recognized by a leading Toy Magazine. The Itty Bitty City Magnetic Wooden Blocks have also been featured in the Springfield News-Leader's Local Christmas and Holiday and Gift Guide.

Since being launched in Fall 2018, the Itty Bitty City Magnetic Wooden Blocks (<https://ittybitty.city/magnetic-blocks>) has received positive reviews and feedback from both adults and children who play with them. This latest recognition from Dr. Toys 2018 Best Pick award backs up the team's belief that they have invented an engaging, safe, educational product for children.



One of the reasons why the Magnetic Wooden Blocks have generated so much interest and positive reviews is down to the educational benefits they provide. The wooden blocks are not just toys, they are educational toys that allow children to think out of the box and become creative. Unlike other educational toys, when toddlers and preschoolers play with these blocks, they don't feel like they are being educated. Their minds are being stimulated while having fun and that is the real beauty of this product.

When asked to explain more about the wooden blocks and why they are so different, a spokeswoman for Itty Bitty City replied: "These unique wooden blocks have built-in magnetic properties that are not limited by balance or the north/south polarity of conventional magnets. The magnets are secured within the wood, so they will not become dislodged, even during spirited group play sessions! Our blocks are strong enough to hold the most creative designs, but they won't pinch your Itty Bitty's fingers."

Fawn Rechkemmer · Itty Bitty City, LLC · toys@IttyBitty.City · 417-202-2025

The award-winning toddler toys are now available on Amazon and come with a full guarantee. The Magnetic Wooden Blocks come in a set of 30 pieces and are suitable for ages from 3 to 5. To learn more about the toddler toys and see why they have gained so much exposure and why toy experts have said they are a must buy, please visit: <https://rebrand.ly/DrToysAward>

ABOUT ITTY BITTY CITY®



Itty Bitty City is a creative play center designed for children ages 8 and younger. Play is often regarded as “children’s work” because it is so important for healthy development. It is how children develop their imagination, dexterity, and physical, cognitive, and emotional strength. Play also offers an ideal opportunity for parents to engage fully with their children. Creative play, specifically, includes role-playing and imaginative play as well as any type of play that includes using familiar materials in new or unique ways. Itty Bitty City embraces these concepts through its *Imagine-Play-Learn* philosophy. www.IttyBitty.City

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