

THE NATIONAL PARENTING CENTER PICKS THE ABC'S OF KIDSTUFF PR'S ROSTER FOR SEVEN HOLIDAY '16 HONORS

Aeromax, Big Red Rooster, Bluebee Pals and Circuit Scribe Celebrate The Holidays With National Parenting Center Seals of Approval

Black Earth, WI (November 21, 2016) – Four clients with KidStuff and TechStuff Public Relations are feeling extra jolly this season as they learn of winning a total of seven Holiday 2016 Seals of Approval from the demanding National Parenting Center testers. A whimsical mix of robotic dress up gear (Aeromax), baby sound machine and projection alarm clock (Big Red Rooster), plush learning tools using Bluetooth (Bluebee Pals) and a pen that draws circuits with silver conductive ink (Circuit Scribe) wowed children and adult judges.

"I call this the ABC's win for my roster of clients," laughs Lisa Orman, President of KidStuff PR, as she personally congratulated **Aeromax, Big Red Rooster, Bluebee Pals** and **Circuit Scribe**. The PR agency is beloved by clients, manufacturer and industry execs for its hands-on personalized approach to promoting juvenile products. The results, year after year, are an overflow of national toy awards.

Listed in alphabetical order are this year's 2016 Seals of Approval winners followed by just a portion of The National Parenting Center's glowing remarks:

Aeromax Robotic Engineer Shirt • \$13.99 • fits most ages 3-6

The National Parenting Center 2016 Holiday Seal of Approval

"For pure imagination and dress up play, parents and kids flipped out," begins the gushing review by testers big and small, "over this Robot Engineer Shirt & Helmet. To begin, the shirt and helmet are easy for small children to put on by themselves and play independently. There is no denying that this outfit conveys robot or astronaut with its multiple colorful patches showing gears, electrical displays and other robot parts. The left breast pocket has a clear plastic sleeve for slipping in a name-tag."



Aeromax Robot Helmet • \$16.99 • fits most ages 3-10

The National Parenting Center 2016 Holiday Seal of Approval

"According to both parents and kids, the best part is the working visor that flips up and down like a real helmet. The robot mouth is slotted and open, so kids can talk and breathe easily through it... the consensus was that this dress up robot suit is priced right and hits the mark for value, price/quality."



Big Red Rooster Dinosaur Projection Alarm Clock • \$29.99 • Ages 2+

The National Parenting Center • Seal of Approval Winner Holiday 2016

"This Dinosaur alarm clock is a perfect combination of cute and exciting. It is a gender neutral product that was equally appealing to boys and girls. This will probably be your child's first alarm clock so why not make it special. ... on the front there is a digital clock but there are also two small projectors on the top of the dinosaur's head and that's where

the magic part comes in. One projects the time while the other can project four different dinosaur images. You choose which dinosaur image by turning a dial at the back of its head.”

Big Red Rooster Monkey Portable Baby Sound Machine • \$19.99 • Ages Newborn+

The National Parenting Center • Seal of Approval Winner Holiday 2016

“An adorable sound machine and ideal great travel toy, Big Red Rooster really impressed testers. This is a small plastic monkey about five inches long with a plastic chain attached to the top. This monkey is equipped with a speaker and buttons on its belly. Two of the buttons are for volume and one is for length of time that the monkey will stay on... It can be hooked onto the handle of a car seat or stroller so that it can travel wherever the baby is trying to sleep.”



Bluebee Pals • Ages 3+ • \$64.99

The National Parenting Center 2016 Holiday Seal of Approval

“Parents and children were positively over the moon with excitement and praise for this unique interactive plush toy. “To begin, the toy itself is really plush and cozy to cuddle up with. The detail and construction are top notch. Of course Bluebee is much more than a stuffed animal, it is designed to work together with your iPad to entertain and educate. Pairing the device is quite easy and worked immediately numerous times. Once you’re connected, then the real fun begins. Every tester started by playing music, and jaws dropped once the first song was played and the character’s mouth began to move in sync with the music.”



Circuit Scribe Maker Kit • \$79.99 • Ages 8+

*The National Parenting Center Holiday 2016 Seal of Approval
Toy Industry Association 2017 Toy Of The Year Finalist*

“Circuit Scribe Maker Kit manages to successfully take the subject of learning electronic circuits, and turns it into a kit filled with creative fun. When testers opened the Circuit Scribe they found a nice assortment of high quality components ready and waiting for their children to add their creative ingenuity... Kids and parents found the whole process interesting and fun mainly because it is fast moving and fluid, unlike building old style circuit boards, which require tools and skills like soldering. ... Entire families reported that everyone was able to make and understand how circuits function and how they can be really cool.”



Circuit Scribe Mini Kit • \$9.99 • Ages 8+

The National Parenting Center Holiday 2016 Seal of Approval

“This is a truly unique product that lets kids use a special pen filled with a conductive ink to actually create their own circuits on paper! Think about that, no wires, just ink! That ink allows kids to draw a line, which theoretically completes the circuit between the modules, thereby teaching kids about electricity, and especially what conducts it... Since it is inexpensive and small, parents felt that it would be a great way to gauge the level of interest in electronics a child might have.”



Visit KidStuff Public Relations website, www.kidstuffpr.com, for these four and another dozen clients who bring the best parenting products to market, season after season.