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**THOUGHTROCKETS' *PENCIL TIPS* NAMED ONE OF DR. TOY'S
"BEST PRODUCTS – SPRING 2007"
Children's Drawing Activity Books Score High Marks for Creativity and Fun**

(San Francisco, CA – June 19, 2007) *Pencil Tips* "read and draw" activity books from Belmont, CA-based ThoughtRockets, Inc. have been named one of the best resources for kids on the recently announced **Dr. Toy's Best Products for Spring 2007**.

Designed for kids aged 7-12 years, *Pencil Tips* is a series of activity books that describe a variety of intriguing scenes and provide a "blank canvas" for kids to draw what's described (for example: "It's raining cats and dogs").

A leading childhood development authority and expert on children's play, toys and products, Stevanne Auerbach, Ph.D., a.k.a. Dr. Toy, praised *Pencil Tips* for its unique creativity and the hours of enjoyment kids derived from the innovative drawing book series. "For parents who want to prepare for summer vacation and its inevitable "down times" for kids – car and airplane trips, summer camp, graduation ceremonies and weddings – creative portable products like *Pencil Tips* keep them imaginatively occupied for extended time periods and are a wise alternative to hand-held computer games," she explained. Dr. Toy is author of *Smart Play/Smart Toys* and *Dr. Toy's Guide* (www.drtoy.com).

Each book in the *Pencil Tips* series contains 40 pages (each with its own "Tip" or point of inspiration) and a long list of additional items to add to any picture. The books are 5" x 7" and fit easily into a purse, backpack or glove compartment.

The first four books in the PencilTips series are now available:

- **Draw THIS!** – Includes drawing "Tips" with animals, people, vehicles, funny thoughts and more, like "Reading by the light of the moon" and "A wheelbarrow full of flowers."
- **Animal Alliteration** – Each tip includes an animal and uses the concept of alliteration, such as "Lions leaning on little ladders" and "Ducks dancing on a dock."
- **Idioms** – This volume explores idiomatic expressions with drawing "Tips" such as "It's raining cats and dogs" and "He's got ants in his pants."
- **Transportation** – For kids who love cars, trucks and things that go, this volume includes "Tips" like "A dump truck unloading cupcakes" and "A space shuttle blasting off!"

The books can be purchased separately (\$4.95 each) or in a special Travel Set which includes all four books, colored pencils and a sharpener, packed in a handy carrying case (\$19.95) through the website: www.thoughtrockets.com.

For more information, go to www.thoughtrockets.com.