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## **GAMES THAT KEEP KIDS ACTIVE AND GAMES KIDS CAN'T PUT DOWN WIN HIGHEST MARKS FROM THE NATIONAL PARENTING CENTER**

*I Can Do That! Games New Curious George™ line of Preschool Games  
Win Rave Reviews from Testers, Parents, Kids*

**Seattle, WA (June 23, 2009)** – The results are in, and games that engage kids over and over again are a hit with The National Parenting Center Seal of Approval award program. So are games that keep kids active and racing around the house or back yard. I Can Do That! Games™, an award-winning Seattle-based game company, has won three of The National Parenting Center's 2009 Seal of Approval awards for its new line of innovative preschool games featuring everybody's favorite monkey—Curious George. The games are created through a licensing agreement with Universal Partnerships & Licensing.

The National Parenting Center Seal of Approval program was founded in 2009 and is one of the Toy Industry's most highly regarded testing programs. The program solicits evaluations from parents and children in order to select winners across a range of children's entertainment categories. Award winners include Curious George Discovery Beach Game, a preschool game that reinforces matching and memory skills while preschoolers "search the seashore" for hidden treasures.

"This game was so much fun we had to pry children away from it, their desire to play over and over and over was so great," said David Katzner, president of The National Parenting Center. "Parents were reluctant to say no because they recognized the fact that their kids were really enhancing and developing their memory skills while playing this exciting game."

Another Seal of Approval award winner is the Curious George Hide & Seek Zoo Game, a wild game of hiding, seeking and zoo-keeping fun in which children put on animal masks and hide all over the house while the player with the "walkie talkie" tries to find them before time runs out.

"Parents sang the praises of this adorable game that they felt was a perfect rainy day/indoor activity," said Katzner. "It kept their kids up and moving and engaged them with fun active play. As zoo keepers, children are tasked with caring for and occasionally rounding up mischievous zoo residents who have managed to wander off. Kids loved wearing the masks of the various animals when it was their turn to hide. They also loved the walkie-talkie that would alert them about escapees. The directions are direct and easy to follow and the replay factor scored high marks."



## **NEW 2009 CURIOUS GEORGE GAMES**

### **NEW - Curious George Hide and Seek Zoo™ Game – active play at its silliest!**

*The wild game of hiding, seeking, and zoo-keeping fun!*

Your favorite monkey is in charge of the zoo and everything is going wild! Grab your “walkie talkie” and get ready: The man with the yellow hat will be calling in to send you on exciting missions all over the zoo. Feed and care for zoo animals, repair fences, and clean up messes. But watch out—when you hear “THE ANIMALS HAVE ESCAPED,” it’s time to spring into action! The other players put on their animal masks and hide. It’s your job to find them. But hurry—the zoo must open on time! Join Curious George for some playful problem-solving and up-on-your-feet hide-and-go-seek fun!

*Ages 4 –8; MSRP \$19.99; Available now exclusively at Target and Target.com*

### **NEW - Curious George Discovery Beach™ Game – quality play time for parent and child**

*Search the seashore for hidden treasures!*

Hit the beach with your favorite monkey for a seashore scavenger hunt adventure! Flip a card to reveal your challenge. Then search for sea creatures and colorful treasures hidden below five secret beach locations. Can you find a match? But watch out for waves! If the game spinner lands on a wave, shake the box and the treasures will slide and hide in new locations. Find the most treasures to win!

*Ages 3-8; MSRP \$16.99; Available now exclusively at Target and Target.com*

### **NEW - Curious George Super Helper™ Game – encourages helpfulness**

*The game of ball bouncing, dice tumbling, coin flipping fun!*

You can be a neighborhood Super Helper just like Curious George! Volunteer at the firehouse, pitch in at the restaurant, or help tidy up at home. First, flip over three cards to see who needs help. Then drop the bouncy ball, flippy coin, or dice cube into the tower and watch it magically come out on different sides. Make a match to keep your cards. The player who helps the most wins the game. Game prize stickers add to the fun!

*Ages 3-8; MSRP \$12.99; Available now exclusively at Target and Target.com*

To see our full line of games, visit [www.icandothatgames.com](http://www.icandothatgames.com).



### **I Can Do That! Games™**

I Can Do That! Games foster self-confidence by giving kids a chance to discover what they can do. Favorite Dr. Seuss, Curious George and Richard Scarry characters come to life—challenging kids to run, slide, hide, seek, sort, explore—and more! By engaging kids physically, socially, and creatively, I Can Do That! Games provide endless hours of fun for the whole family.

Founded in 2007 by Jacobe Chrisman, the Seattle-based game company has already won some of the industry's top honors, including a Parents' Choice Gold award, Oppenheim Toy Portfolio Gold and Platinum awards, a National Parenting Center Seal of Approval, and a two-time finalist honor for the coveted Toy Industry Association Toy of the Year (T.O.T.Y.) award in the Games category.

I Can Do That! Games can be found at mass and specialty retail outlets nationwide.

To learn more, visit [www.icandothatgames.com](http://www.icandothatgames.com).

### **About the CURIOUS GEORGE Television Series**

Brought to PBS KIDS® by Imagine Entertainment, WGBH Boston, and Universal Studios Family Productions, with the support of Curious George publisher Houghton Mifflin Harcourt Publishing Company, CURIOUS GEORGE the television series is designed to inspire kids to explore science, math, and engineering in the world around them in a fun and entertaining way. Based on the best-selling Curious George books by Margret and H.A. Rey, the daily series expands George's world to include a host of colorful characters and original locales, while maintaining the charm of the beloved books. Each of the half-hour episodes includes two animated stories followed by short live-action pieces showing real kids who are investigating the ideas that George introduces in his stories. The series encourages inquiry and curiosity, promotes hands-on exploration, and shows parents and caregivers how to support children's science and math-related play.

CURIOUS GEORGE is a production of Imagine Entertainment, WGBH Boston, and Universal Studios Family Productions. Executive producers are Ron Howard (Imagine), Brian Grazer (Imagine), Carol Greenwald (WGBH) and Ellen Cockrill (Universal). Funding is provided by public television viewers. National corporate sponsorship of CURIOUS GEORGE is provided by Chuck E. Cheese's®, Sun-Maid Growers, and Rainforest Cafe®. The CURIOUS GEORGE Web site is [pbskids.org/curiousgeorge](http://pbskids.org/curiousgeorge). Curious George and related characters, created by Margret and H.A. Rey, are copyrighted and trademarked by Houghton Mifflin Harcourt Publishing Company and used under license. Licensed by Universal Studios Licensing LLLP. Television series: © 2009. Universal Studios. All Rights Reserved.

### **About Houghton Mifflin Harcourt**

Boston-based Houghton Mifflin Harcourt Publishing Company is a global education company with approximately \$2.5 billion in combined revenue. The Company publishes a comprehensive set of best-in-class pre-K–12 educational solutions, ranging from research-based textbook programs to instructional technology to standards-based assessments for students and educators. The Company also publishes an extensive line of reference works and award-winning literature for adults and young readers. With origins dating back to 1832, Houghton Mifflin Harcourt combines its tradition of excellence with a commitment to innovation. To learn more about Houghton Mifflin Harcourt, visit [www.hmhpub.com](http://www.hmhpub.com).

### **About Universal Partnerships & Licensing**

UP&L oversees Universal's consumer product licensing, film and home entertainment promotions, and all corporate alliances for Universal's theatrical, home entertainment, theme parks and stage productions. This dedicated division is also responsible for monetizing the Studio's vast library of films and characters through licensing, branding and marketing opportunities. UP&L is part of NBC Universal, one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. Formed in May 2004 through the combining of NBC and Vivendi Universal Entertainment, NBC Universal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group, and world-renowned theme parks. NBC Universal is 80%-owned by General Electric, with 20% owned by Vivendi.