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## **PARENTS' CHOICE FOUNDATION AWARDS GOLD TO KNOCK-YOUR-SOCKS-OFF PRESCHOOL MEMORY GAME**

*I Can Do That! Games' New Curious George™ Discovery Beach Game Earns  
Award Program's Highest Honor*

**Seattle, WA (June 16, 2009)** – I Can Do That! Games™, an award-winning Seattle-based game company that fosters self-confidence by helping kids discover what they can do, has won one of the Toy Industry's highest honors—a Parents' Choice Gold award—for its innovative preschool memory game, Curious George Discovery Beach. The game is developed through a licensing agreement with Universal Partnerships & Licensing. Established in 1978, Parents' Choice Foundation is the nation's oldest and most highly respected non-profit guide to top quality children's media and toys. The foundation's purpose is to search out and recommend products that help kids grow—imaginatively, physically, morally, and mentally—fairly priced products that are fun, safe and socially sound.

“Fresh, fun, and just in time for summer and the summer slide, the Curious George Discovery Beach Game brings added dimension to building matching and memory skills,” said Claire Green, president of the Parents' Choice Foundation.

Curious George Discovery Beach Game takes kids on a seaside adventure to uncover colorful treasures hidden below five secret beach locations. But watch out for waves! When the game spinner lands on a wave, shake the box and the treasures will slide and hide in new locations. This game, for children ages 3-8, reinforces memory and matching skills and provides great quality play time for parent and child. Curious George Discovery Beach Game is available at Target and Target.com and retails for \$16.99.

I Can Do That! Games also won a Parents' Choice Approved award for Curious George Hide & Seek Zoo Game—the game of hiding, seeking, and zoo keeping fun. In this game, kids are sent on exciting missions all over the zoo to feed and care for the animals. When the man with the yellow hat radios in to say “THE ANIMALS HAVE ESCAPED,” players don their animal masks and hide. The person with the “walkie talkie” must find them before time runs out! Great for indoor or outdoor play, Curious George Hide & Seek Zoo Game is designed for children ages 4-8 and is available at Target and Target.com, retailing at \$19.99.

I Can Do That! Games foster positive self-esteem by helping kids discover what they can do. Favorite characters from Dr. Seuss, Curious George, and Richard Scarry come to life through innovative game play experiences that engage kids physically, socially, and creatively. Affordably priced at less than \$20 each, the games provide hours of fun for the whole family.

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, 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, 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 Shea Homes, Amazon.com Grocery, Chuck E. Cheese's®, and Sun-Maid®. 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: © 2008. Universal Studios. All Rights Reserved.

## **About the CURIOUS GEORGE television series on DVD**

On August 26, 2008, Universal Studios Home Entertainment will release the Curious George: Sails with the Pirates and Other Curious Capers DVD, containing 8 fun-filled and entertaining shows from PBS KIDS' wildly popular TV series. The seventh in a collection of DVDs drawn from the hit show, Curious George: Sails with the Pirates and Other Curious Capers includes more than two hours of fun. The DVD is packed with games and activities that are sure to delight kids while helping them build math, science and engineering skills.

## **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.hmhp.com](http://www.hmhp.com).

## **About Universal Studios Consumer Products Group**

Universal Studios Consumer Products Group is responsible for global licensing and retail strategies as well as building brand recognition of its extensive property portfolio. Universal Studios Consumer Products Group is a unit 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.