

FOR IMMEDIATE RELEASE



CONTACT: Babalu, Inc.  
Katie Gilbert 203.225.0414 ext 3  
Katie@babaluinc.com

## BABALU'S PUZZLE BLOCKS WIN TILLYWIG AWARD FOR QUALITY AND ORIGINALITY

### Puzzle Blocks Win Sterling Fun Award from Tillywig

Shelton, CT (October 1, 2010) -- How much fun can you pack in a 5" x 5" box? According to the judges for the most recent Tillywig Toy & Media Awards, the answer is a whole lot if the box contains WJ Fantasy Puzzle Blocks from Babalu. Little hands and minds are engaged by a set of nine colorful cubes that create a total of six different puzzles. For this modern take on a classic, Babalu has been named winner of the Tillywig Sterling Fun Award.

To be selected as a Tillywig Award winner, a product must have both a high entertainment and educational value. Toys and games selected for a *Sterling Fun Award* are distinctive children's products notable for their exceptional quality and conceptual originality. Tillywig's awards program provides retail buyers, news media, parents and consumers with information and reviews of superior children's products available in today's marketplace.

New to the line in 2010, the puzzle block sets come in three fun themes—Monsters, Fairies and Butterflies. Here's how the judges describe Babalu's product:

*Puzzle Blocks brings a new dimension of fun to puzzle play. Each of the nine blocks is illustrated on all six sides, meaning one set of blocks creates six different puzzles! Kids twist and turn the playfully illustrated cubes, searching for the side that fits the puzzle on which they're currently working. This highly tactile aspect of solving the smooth, light-weight block puzzles adds an element of fun not found in standard puzzles. From a developmental perspective, the contrasting and comparing required to find the correct side encourages eye-hand coordination, color-shape awareness, and associative development. Most important of all, kids have a wonderful time solving these simple, quick-moving puzzles.*



Puzzle Blocks retail for \$8.00 and are safe for children ages 4+. Each set is packaged perfectly for travel and contains a full-color answer sheet.

#### **ABOUT TILLYWIG**

Tillywig's annual Toy Awards test children's products in toy, audio, book and DVD divisions. Dan Levy, President of the Tillywig Toy & Media Awards, is well-versed in toy contests as the founder of Ruckus™ and Pile it™ card games—both multiple toy industry award winners.

#### **ABOUT BABALU, INC.**

Babalu, Inc., makers of the award-winning and best-selling FeltTales® product line, acquired longtime toymaker WJ Fantasy in 2009. WJ Fantasy designed and manufactured a distinctive selection of nesting blocks, toys, advent calendars and children's books for more than 25 years. Babalu is owned by Blair Everett, a toy industry veteran for more than 30 years. Everett brings that knowledge and commitment to improving play and quality to the classic toy product. Babalu toys can be found at specialty stores nationwide and online at [www.babaluinc.com](http://www.babaluinc.com). For more information, including store locations, visit [www.babaluinc.com](http://www.babaluinc.com).