

CONTACT: KidStuff Public Relations
Lisa Orman • 608-767-1102
lisa@kidstuffpr.com



Goddard Systems, Inc. and Eco Child's Play Unveil 2009's Top 10 Eco-Friendly Toys Under \$30

HABA's Ring-A-Thing Selected as One of the Hottest Toys of the Season

November 3, 2009-- Goddard Systems, Inc., named the number one child care franchise company for the eighth year in a row by *Entrepreneur* magazine, has announced 2009's Hottest Eco-Friendly Toys under \$30. Ring a Thing was selected as one the top ten finalists.

The foundation of the Goddard Schools curriculum is learning through play. It is with this focus that the Goddard Schools partnered with Eco Child's Play, a leading "green" blog, for the schools' second annual Top Toys Test.

After a national call for submissions, the Toy Test Committee, consisting of Eco Child's Play representatives and Goddard educators, evaluated entries based on a number of criteria, including:

- Affordable price range (\$30 and under)
- Appropriate for preschoolers and early elementary school-age children
- Creative, social or engaging
- Eco-friendly
- Interactive, child-initiated play focus



"As leaders in early childhood development, we recognize that families want to know which toys are both safe and engaging for children," said Joseph Schumacher, Chief Operating Officer at Goddard Systems, Inc. "We feel that our Top 10 Toys list will serve as a great resource for parents, grandparents and other family members as they venture into the gift-giving season." This eco-friendly connection is a natural one for Goddard, which encourages pro-environment programs within its schools.

"In these budget-conscious times, it was important for us to select eco-friendly toys that not only encourage play and creativity, but are also affordable," said Maryanne Conlin, mom, toy expert and Eco Child's Play Contributor. "With help from our readers and toy testers, we are thrilled to have found 10 playthings that we feel will help families live a more healthy, eco-friendly life."



Ring a Thing introduces children who are used to free play to their first games with rules: the instructions include 3 basic game ideas for 1-3 players. The game also helps children learn about assigning of colors and sizes.

About HABA

HABA products can be found nationwide at over 1,000 U.S. specialty retail stores and in specialty catalogs and websites. Many of its products have been recognized with German and American awards including Parents' Choice, National Parenting Center, Creative Child, and Parents' Guide. HABA received Best Toys of the Year recognition from the TODAY Show Toy Test and has been featured in national magazines such as Child, American Baby, Baby Talk, Fit Pregnancy, Parenting, Parents and Working Mother. For more details, visit HABA's informational website at www.HABAusa.com.

About Goddard Systems, Inc. www.goddardschool.com

Recently named #1 Childcare Franchise in the United States, by *Entrepreneur* magazine, for the eighth consecutive year (January 2009) and one of the Top 200 Franchise Systems (in worldwide sales), by *Franchise Times*, for the second consecutive year (October 2008); Goddard Systems, Inc. (GSI) is expanding The Goddard School® network throughout the United States. Headquartered in King of Prussia, Pennsylvania, GSI currently licenses 340+ franchised schools with more than 40,000 students in 37 states. With a successful system in place and dedicated franchisees, GSI is the acknowledged leader in franchised childcare and a premier childcare provider in the United States. For more information about Goddard, please contact Marie Baker at mb@childsplaypr.com.

About Eco Child's Play, <http://ecochildsplay.com/>

Eco Child's Play (ECP) is a blog devoted to informing and discussing "Green Parenting for Non-toxic, Healthy Homes." ECP began in 2006 as site devoted to natural toys, and has since expanded to include broader issues related to green family life.

About Maryanne Conlin, <http://notquitecrunchyparent.blogspot.com/>

Maryanne Conlin (mcmilker) is a well known blogger and expert on eco-friendly toys. She is a leading voice in the green parenting movement and brings her years of experience marketing in the toy industry, as well as, her time teaching in a preschool to bear as a writer for top green parenting blog, EcoChildsplay.com. For more information on Eco Child's Play, please contact MC Milker at mcmilker@gmail.com