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CREATIVE CHILD GRANTS FOUR AWARDS FOR THE MAKE BELIEVE ADVENTURES OF PADDYWHACK LANE

Parker, CO (August 11, 2008) – Children are told if you make a wish, it *might* come true. For the creators of Paddywhack Lane plush dolls, costumes and books, that theory proved to be a mouthful as the Creative Child Awards tapped them for not one but four wishes– three prestigious 2008 Preferred Choice Awards plus a Seal of Excellence– for their many adventures in make-believe.

Set against a backdrop of white picket fences, rolling hills, a lake, towering trees plus a vegetable garden, Paddywhack Lane (PWL) is a place where kids can be anything their imaginations can dream up! Their website, www.paddywhacklane.com, showcases Costume Club Kids™, Costume Club outfits, books and music. Each Costume Club Kid comes with “real” canvas PWL brand sneakers. The 14” tall dolls are perfect for cuddling and their costumes are interchangeable among the 10 dolls currently available.

“On the Paddywhack Lane website, your child will find elements that contribute to fanciful fun,” explains Dr. Mary Manz Simon, an early childhood educator. “There are costumes for dress-up and pictures to color. You’ll find games to play and stories to sample. But beyond the fun are virtues of respect, co-operation and friendship. They practice kindness and act responsibly, because real-time virtues go beyond online fun.”

Creative Child Magazine is a national publication that provides parents with the latest information on how to nurture creativity in their children. The magazine's testing department receives over 1,000 sample products. A panel of judges including child psychologists and child educators monitor a pre-selected group of children whose ages correspond with the appropriate products. The panel then rates each product based on four factors: educational value, creative nurturing, creative play and overall value with respect to retail price. The Preferred Choice Award is an award that is given to those products that exceed expectations based on the criteria for nurturing creativity and education in children.

The following Paddywhack Lane products were tapped as the best by Creative Child magazine judges:

2008 PREFERRED CHOICE AWARD (Plush Dolls Category)

Anthony & Pirate Costume • Ages 3+ • \$70

Anthony is the swashbuckling-est little pirate to ever set foot in Paddywhack Lane. This poseable collectible Costume Club Kid has a soft cloth body and smooth vinyl head, arms and legs. Anthony has soft black, premium quality hair and brown eyes.



Lauren & Ladybug Costume • Ages 3+ • \$70

Don't bother Lauren with worst- case scenarios, because this girl can see the silver lining before you can point out a cloud. Lauren's curly, soft brown, premium quality, hair is a joy to brush and style.

Courtney & Princess Costume • Ages 3+ • \$70

Prim and proper, Courtney shares a perfectly straightened bedroom with her sister Lauren. Together, the two of them spend hours having ceremonial tea parties. Courtney has blue eyes and her premium quality, blonde hair is a joy to brush and style.



2008 SEAL OF EXCELLENCE AWARD (Kids' Book Category)

Tea for Two • Ages 3+ • \$4.80

Lauren and Courtney are having trouble sharing, so they divide their room in half and split their toys. Lauren takes the brushes and Courtney takes the paints; Lauren takes the stools and Courtney takes the table, all so they won't have to share! But the sisters soon realize that it isn't fun to play alone.

All award winners will be officially announced on-line and in the November issue of Creative Child Magazine released simultaneously with the annual toy guide.

Paddywhack Lane products can be purchased online or specialty stores nationwide. To find a retailer near you, click on their website, www.paddywhacklane.com for a state-by-state listing.

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