



For Immediate Release

Contact: Amy Opheim
(847) 968-3723
aopheim@educationalinsights.com

EDUCATIONAL INSIGHTS® HOSTS INVENTOR MEET & GREET AND GAME GIVEAWAY! Three Top Game Inventors Challenge Buyers at New York Toy Fair

February 2, 2010 (Gardena, CA) – Educational Insights, a leader in classroom-quality educational toys and games, invites attendees of this year’s Toy Fair to face off with the inventors of three of their best-selling educational games in exchange for a free, signed game!



Meet Tim Walsh, inventor of Blurt!® Sunday 2/14, 12-2PM & Monday 2/15, 9AM-12PM

Tim Walsh is a prolific inventor, frequently-interviewed toy expert, and author of two critically-acclaimed toy tomes – *Timeless Toys* and *WHAM-O Super-Book*. His inventions have been featured on *Good Morning America* and in *The New York Times*. He has appeared on *The Early Show*, *All Things Considered*, *After Breakfast*, *Our Generation*, *The Big Idea with Donny Deutsch*, and many other national and local TV shows.

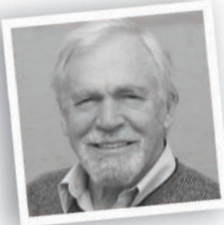
About Blurt!® – Think fast! What word means “a partially dried grape”? Be the first to say “raisin” and you’re on your way to winning this riotous game of rapid word recall. **SRP \$29.99; ages 7+**



Meet Steve Ryan, inventor of Stix & Stones™ Sunday 2/14, 10AM-12PM & Monday 2/15, 3-5PM

From firefighter to TV game show writer/creator to published puzzler to game inventor, Stix & Stones™ inventor Steve Ryan is pure, creative, fun! With more than 20 books and 12,000 puzzles to his credit, Steve is one of the most prolific creators of puzzles and games in the world.

Stix & Stones™ is a prehistoric picture-making race that challenges players to create an image of a word on a card using only sticks and stones. Perfect for mixed ages and whole family play. **SRP \$24.99; ages 7+**



Meet Hank Atkins, inventor of Freeze Up™! Sunday 2/14, 2-4PM

Hank Atkins began inventing games as a child growing up on a Maine farm and never quit! With dozens of successful games to his name, including El’s Freeze Up!(TM), *You’re Bugging Me*, *Rattled™*, *Trapture™*, *ZigZag*, *Zookeeper’s Nightmare™*, and *Tetra Trax™*, Hank has truly realized his childhood dream, making him an inspiration to child inventors everywhere.

About Freeze Up!™ – Quickly come up with words that start with specific letters in dozens of crazy categories in this chilly word ch-ch-challenge! **SRP \$24.99; ages 8+**



Stop by Educational Insights booth 637 on Sunday, February 14 or Monday, February 15th to meet the inventors – play a few rounds and receive a free, signed copy of their game!



Based in Gardena, California, Educational Insights is the manufacturer of playful products with serious educational value, including toys, games, subject-specific classroom products, and other teacher resources. Our products are designed by seasoned educators and parents who know that, first and foremost, learning must be fun.

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