

PRESS RELEASE from



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**Sabu & Me is Selected as a Winner for
Dr. Toy's Best Children's Vacation Product Guide**

SAN FRANCISCO, CA – The report of winning toys for **Dr. Toy's Best Children's Vacation Products for summer 2010** is now available to parents, teachers and others on **Dr. Toy's Guide at www.drtoy.com**. The information is designed to assist children to play and learn at home and while on vacation.

Dr. Toy's Best Vacation Products Awards were developed by noted child development authority, Stevanne Auerbach, Ph.D. (a.k.a. Dr. Toy), as a service to consumers who desire to purchase safe, affordable, educationally-oriented, and stimulating toys and play products for children for vacation time at home or on the road.

“As a childhood specialist for 40 years,” says Dr. Toy, “I have seen the continuous, essential need for more year-round resources for consumers to identify and choose the most appropriate products for all children.”

She adds, “The Best Vacation Products a balanced selection from large and small, new and established, companies across the U.S.A., Canada, and overseas will provide children with exciting new learning tools that will help them not only do better in school, but also will provide more constructive activities while traveling or at vacation destinations.”

The award winning products include innovative toys, books, CDs, crafts, DVDs, games, puzzles, and many other play products for children of all ages and interests.

Dr. Toy believes “parents need more help to get a head start locating new, diversified products that children will enjoy as they increase learning skills and expand creativity.” The products range from low to high tech for “hours of constructive, educational, and stimulating fun.”

“Children learn best through play,” says Dr. Auerbach, “and these *Best Products* encourage children to maximize their potential and make the most of *Smart Play*. By making a renewed focus on summertime as a special time for choosing new products for children, parents improve their children’s development. This is a perfect time for parents to ‘take stock’ and do an inventory of what their children are playing with, what is not used, and what they need next in their development.”

Dr. Toy’s Best Children’s Vacation Products are carefully chosen, using extensive criteria she has developed over many years, from among hundreds she has reviewed at toy fairs, in catalogs, and through many other sources. The criteria she uses includes: *safety, age-appropriateness, design, durability, lasting play value, cultural and ethnic diversity, good transition from home to school, educational value, learning skills, creativity, improvement in the understanding of the community and the world, good value for price, and, naturally, fun.*

These are products suitable for babies to older children, include products from hand-crafted to hi-tech, and range in price on the average from \$10 to \$50. The winning products are affordable, well designed, and reflect the wide range of children’s interests. Complete information about these and other products are included in the full report.

Sabu & Me (for children ages 2-6) is the story of Maura and her dog Sabu and the wonderful times they spent together during Maura’s early life. Written by Maura herself, the book is a re-telling of her earliest memories with her best friend. Maura’s words are complemented by the wonderful illustrations of Hazel Mitchell. Through a rainbow of colors, her illustrations bring the story of *Sabu & Me* to life. Since Sabu was a rescue dog Maura thought it was a good idea to donate profits from her book to PAWS Chicago. To purchase the book, visit www.sabuandme.com. The book is also available at www.barnesandnoble.com, www.borders.com, www.amazon.com etc.

Dr. Auerbach, a long-time resident of San Francisco, originally from New York City, lived in Washington, DC, while working for the Department of Education where she approved the first proposal for “Sesame Street” and established the first day care center for children of federal employees. In San Francisco, she established the San Francisco International Toy Museum, the world’s first “hands-on” toy museum visited by over 50,000 children. She is the author of 15 books and hundreds of articles on toys and play, and is the only Ph.D. in Child Development evaluating toys and children’s products with extensive training, background, and over 37 years of experience evaluating, writing and speaking about toys and children’s products. Dr. Auerbach is trained in child development, education, child psychology and special education.

