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## ENGAGING ALPHABOTZ PHONIC CARDS PRONOUNCED TILLYWIG BRAIN CHILD AWARD

### *Alphabotz Robots Reinforce Emerging Reading Skills In A Fun New Way*

Baton Rouge, LA (October 16, 2009) – Robots rule this season! On the heels of being named one of Dr. Toy's 100 Best Children's Products of 2009, the colorful robot decoder cards that make up the Alphabotz™ by Ideopolis have just been named winners of the Tillywig Brain Child Award.

In order to be selected as a Tillywig Award winner, a product must be determined to have high entertainment and/or educational value. Tillywig's awards program provides retail buyers, news media, parents, and consumers with product information and reviews of superior children's products available in today's marketplace. Toys tapped for the *Brain Child Award* are exciting products that energize the mind while seamlessly blending fun and learning.

The Alphabotz characters were developed by a teacher (and parent) to personify 46 sounds of the English language in an engaging and fun way. Through whimsical robots, children learn to unlock the secrets to phonics and hence, reading. Each robot wears a letter or letter team on its chest and an icon on its head that serves as a constant visual reference to the sound the letter or letter team makes.

Alphabotz Superphonic Decoder Cards retail for \$19.95 and target children ages 3 to 7 years old. The Tillywig Award judges described them as:

*The Alphabotz program is designed to reinforce beginning reading skills. Oh, and did we mention that it's also quite fun for kids and parents alike? One of the great things about the program -- and there are many -- is the level of easy-to-follow and highly engaging structure provided throughout. That sense of structure is embedded in each of the 46 wonderfully illustrated Character Cards. Just as importantly, a few minutes spent reading the Game & Activity cards will equip parents to help children explore and contextualize vowels, consonants and letter combinations in highly imaginative and entertaining ways.*



#### **ABOUT TILLYWIG**

Dan Levy, founder of Tillywig Toy & Media Awards, knows all about the ins and outs of toy contests as the founder of Ruckus™ and Pile it™ card games, past winners of multiple national awards from ASTRA Best-for-Kids Toy to TD Monthly's Top 10 Most Wanted Card Games. Tillywig's annual Toy Awards tests children's products from toy, audio, book and DVD divisions. Most impressive for the winners is the pledge that the annual winner's list is sent directly to more than 2,000 toy buyers prior to the critical 4th quarter.

#### **ABOUT IDEOPOLIS LLC**

Four founding partners, Pat Vining, Kelly Barton, Randy Barton and Nicole Sigsby launched Alphabotz as the first of many educational products. They all agreed that a technically sound, multi-strategy approach to reading -- that was also fun and engaging -- was missing from the juvenile marketplace. The Baton Rouge, LA-based company is enthusiastic about launching other innovative educational programs in 2010. For more information on Ideopolis and Alphabotz, visit their award-winning interactive website at [www.alphabotz.com](http://www.alphabotz.com).