

## **CSN Stores Launches a Nationwide Search for the Country's Most Creative Kid**

Leading [Online Retailer](#) Inaugurates the "Imagination Nation Contest" With Over \$5,000 in Prizes

Boston, Mass., December 2<sup>nd</sup>, 2009 – Today, the No. 3 U.S. online retailer of home furnishings and housewares is launching "CSN Stores' Imagination Nation Contest," a coast-to-coast search for the country's most creative kid. With over \$5,000 in prizes, including a year's worth of toys and a brand new bedroom set, CSN looks to inspire young couch potatoes everywhere to rediscover their creative sides while also acknowledging and awarding children that already exhibit such talents.

For entering the contest, parents with creative kids will receive 10 percent off their next CSN purchase, ideal for the upcoming holiday shopping season. The coupon code can be used on any of CSN's 250+ e-boutiques, including ToysAndGamesOnline.com and JustKidsBeds.com, two sites that offer thousands of creative gift options.

The grand prize package features a full year of free toys plus a [Deer Run Loft Bedroom Set](#) from Lea Industries and a stylish Atmosphere A4 Globe. The winner will choose an item a week from CSN's wide selection of [toys and games](#) and the total value of the grand prize is over \$4,500.

"Here at CSN, we believe that an active imagination and a creative mind are crucial to a child's development," says CSN's VP of Communications Chuck Casto. "We've launched the Imagination Nation Contest to not just shine the spotlight on creative kids, but to also encourage parents to promote the virtues of creativity among their kids."

To enter the Imagination Nation contest, a parent just needs to log onto [www.csnstores.com/imagination](http://www.csnstores.com/imagination) or <http://www.toysandgamesonline.com/imagination> and briefly describe the most creative thing his or her child (ages 12 and under) has ever done. Entries must be received between November 23<sup>rd</sup> and February 16<sup>th</sup>.

"With hundreds of TV channels to choose from and a variety of video game options out there, it can be difficult getting a child to engage in creative play these days," says CSN Toys Expert Brent Matthews. "That's why, at the bottom of the contest page, we've assembled a gift list complete with telescopes, [science kits](#), arts and crafts items, puppets, performance tents, and other items to help parents bring the Imagination Nation home."

The Imagination Nation panel of judges will choose 100 finalists, asking them to submit an example of their child's creativity. The finalists' submissions will then be posted on Facebook.com/CSNStores, where fans of CSN will be able to vote for their favorites. The submission with the most fan votes will immediately qualify for the final five. The grand, second, and third-prize winners will be announced in early April. The second prize has a retail value of \$800 and includes a Kid's Art Corner from ALEX Toys and a Little Tikes Racecar Bed. The third prize is a trendy Melissa & Doug Theatre Set at \$200.

For more information on the contest or to set up an interview with a member of the Imagination Nation, please contact Will Flanagan at [wflanagan@csnstores.com](mailto:wflanagan@csnstores.com) or [pr@csnstores.com](mailto:pr@csnstores.com).

CSN Stores LLC ([www.csnstores.com](http://www.csnstores.com)) is comprised of 250+ online e-boutiques offering unparalleled selection, great customer service and significant savings. Based in Boston, Mass., CSN Stores offers more than 1 million products and serves customers in the U.S., the U.K. and Germany. Select CSN Stores include: AllModern.com, Cookware.com, Strollers.com, CSNBaby.com, Luggage.com, RacksAndStands.com, CookwareEssentials.co.uk and many, many more. CSN's most recent contest, The Living Room Search and Rescue, registered over 6,000 entrants and the finalists can be viewed at [Facebook.com/csnstores](https://www.facebook.com/csnstores). CSN was selected as part of the Hot 100 Best Online Retailers in 2009 by Internet Retailer.