

Toys That Teach Typifies Top Holiday '09 Trend - Ten Best!

This holiday season, parents have finally found a way to combine *what their children want* with *what they want for their children*. Shopping specialists at CSN Stores – a top three online retailer with over 200 e-boutiques – have spotted an emerging trend within its toys and games category: **items that encourage learning, exploration, imagination, and creativity, are virtually flying off of the virtual racks.**

For example, in the past couple of months, a number of related categories have exhibited a significant spike in sales, including *play houses* (**406 percent**), *theater* (**111 percent**), *toddler development toys* (**93 percent**), *puppets* (**41 percent**), and *pretend play* (**18 percent**). Our experts suggest these increases can be attributed to a number of factors. One, parents are hoping to get a little more out of their purchases than just a few hours of idle time. It's one thing for the toy to entertain their two year old, but now toys are available that, for example, improve a child's color recognition and spatial reasoning - which leads us to the second factor. More and more manufacturers are looking into ways to innovatively and effectively package a learning experience into a fun time.

Because such items have proven to be the popular presents of the holiday '09 season, we have asked our specialists to assemble a **top ten list of the best 'educational toys'** on the market, from craft corners to science kits. Also, in coordination with this trend, **CSN Stores has launched the Imagination Nation Contest**, a coast-to-coast search for the country's most creative kid. Please let me know if you'd like high res images, additional stats and numbers, or more information regarding the contest. Thank you for your time and I look forward to hearing back from you! (Right click to view images)



csn | stores'
IMAGINATION NATION contest
THE SEARCH FOR THE COUNTRY'S MOST CREATIVE KID

ENTER AND EARN 10% OFF FOR THE HOLIDAYS!

\$5,000+ IN PRIZES!

Welcome to the Imagination Nation Contest:
CSN Stores' Search for the Country's Most Creative Kid

[Step2 - Art Master Activity Desk](#) - \$79.99 (STP1263)



Featuring a large work surface, plenty of storage space, and a push-button task light, this affordable activity desk is the perfect place for young minds to work and play.

[K's Kids - K's Kids School Bus and Finger Puppets Set](#) - \$34.99 (KKD1012)



This brand new finger puppet set allows parents to engage their toddler and young ones in a creative and fun fashion.

LeapFrog - Leapster 2 Learning System - \$76.99 (LEA1151)



A leading designer, developer and marketer of innovative, technology-based educational products and related proprietary content, LeapFrog is 100% focused on developing products that will provide the most engaging, effective learning experience - for all ages, in school or home, around the world.

Step2 - Easel For Two with Foam Magnets - \$49.99 (STP1262)



This two-sided easel features one metal dry-erase board and one chalkboard, 77 foam magnetic letters, numbers and signs, a paper clip to hold craft paper for drawing and painting activities, and a middle storage area for art supplies.

[Learning Resources - Pretend and Play Calculator Cash Register - \\$29.99 \(LRS1125\)](#)



Winner of 23 awards for excellence, this working solar-powered cash register is the perfect addition to any playroom. This toy includes 30 actual-size play bills, 40 plastic coins, pretend credit card and activity guide.

[Fascinations - World Alive Butterfly Kit - \\$29.99 \(FAS1016\)](#)



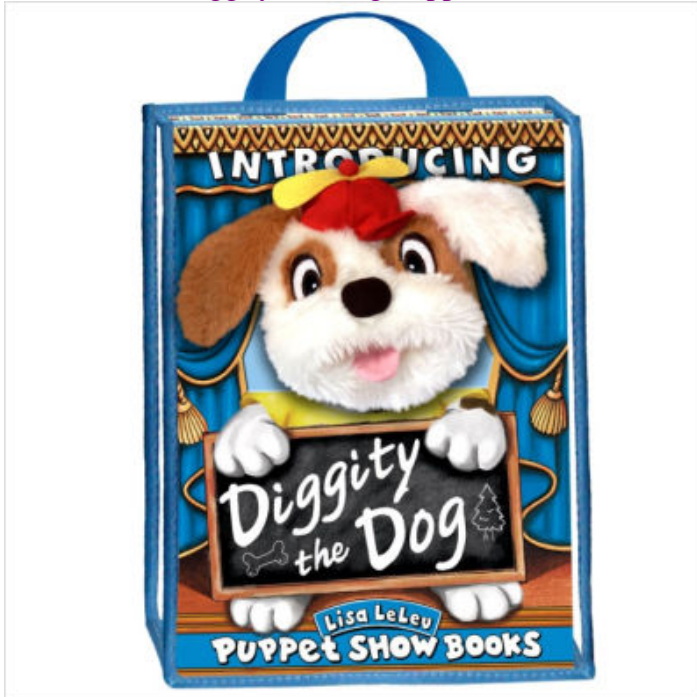
Ideal for children that would like to care for a pet but are not ready for a cat or dog, this set allows children to experience the complete metamorphosis of a butterfly from larvae to adult.

[Superstructs - Wacky Machines Building 175 Piece Set - \\$59.99 \(WBF1007\)](#)



The award-winning Superstructs Building Set features 175 durable plastic pieces and comes with directions to build 7 truly wacky models. Because of the set's endless options, this Superstructs model encourages innovative thinking and helps improve creativity.

[Lisa LeLeu - Diggity the Dog Puppet Show Book - \\$24.99 \(LLS1001\)](#)



Lisa LeLeu products help develop healthy and creative self expression through puppets and performing activities. The Diggity-the-Dog set includes a hand puppet, an interactive book, and a DVD.

[KidKraft - Silver Retro Kitchen - \\$150 \(KK1524\)](#)



This brand new kitchen set is perfect for pretend play and its retro styling is sure to elicit nostalgia in mom, dad, grandma, and grandpa.

[Fractiles - Large and Fridge Fractiles Set - \\$33.99 \(FRN1004\)](#)



This *Parent's Choice Award Winner* helps build pattern recognition skills which are key to learning development. Also, this new set allows children and adults to create an endless variety of imaginative and beautiful designs. And, because its magnetic, parents can now entertain their young ones while they're in the kitchen.

Thanks again and please flag PR@CSNStores.com with any questions, requests, or if you'd like to speak to a specialists on any of the above information.