

For Immediate Release
For information, contact
KidStuff Public Relations
Lisa Orman, 608-767-1102
Or email Lisa@KidStuffPR.com



PEACEABLE KINGDOM COUNTS MORE THAN JUST CHICKENS

Peaceable Kingdom Receives Two 2011 Oppenheim Toy Portfolio Platinum Awards

Berkeley, CA (September 27, 2011) – Want your kids to hoot and cluck as they learn to count and match? Then let them play two new cooperative games from Peaceable Kingdom. The judges at The Oppenheim Toy Portfolio shook their feathers when they awarded Peaceable Kingdom a pair of 2011 Platinum Awards for the creative, smart and fun *Count Your Chickens!* and *Hoot Owl Hoot!* games.

Founded in 1989 by mother and daughter child development experts, Joanne and Stephanie Oppenheim, the Oppenheims review the best in children's media on their website (www.toyportfolio.com). Their awards have become the benchmark of excellence with both consumers and industry insiders. The Oppenheims are Contributors to NBC's TODAY Show. Visit www.toyportfolio.com to view winners or more information and click on Stephanie's Blog tab.

Oppenheim Toy Portfolio Platinum Awards are presented to the most innovative, engaging new products of the year. Apparently, the normally calm offices at Peaceable Kingdom are aflutter with wing-flapping over the awards. Here's what the Oppenheim Toy Portfolio judges had to say about *Count Your Chickens!* And *Hoot Owl Hoot!*:

Count Your Chickens! • Preschool, Early School Years • \$14.99

Mother Hen is on her way to the coop, but she needs your counting help to gather her many little chicks who are scattered all over the farm. Players spin the spinner to find what picture Mama Hen can move toward. As she does this everyone counts each move. The number of moves she makes dictates how many chicks can be gathered up and put into the chicken coop. But watch out! If she lands on a fox you have to take one chick out of the game. The game ends if all the chicks are back safe before Mama Hen gets there. This is a young cooperative game that encourages kids to work and count together. Ages 3 and up.



Hoot Owl Hoot! • Early School Years • \$14.99

In this color matching game the object is to get the owls home to the forest before sunrise.

Players draw cards and move the owls along the pathway of matching colors. But watch out! If you draw a sun card from the pile you must move the sun toward sunrise. Be careful! All the owls must get back before the sun makes it all the way to dawn! The rules are simple, the turn

taking is quick and there's even a little science thrown in with the concept of owls being nocturnal creatures. The colors on the playing board are not the usual primary colors, so there is an opportunity for extending the language of color names to include: lavender rather than purple, teal blue rather than just blue, hot pink rather than red, chartreuse or lime green rather than just green plus bright yellow and orange. A cooperative game for 2-4 players, ages 4 and up.



ABOUT PEACEABLE KINGDOM

Peaceable Kingdom was founded in 1983 with a single product – a children’s poster based on the artwork from the classic children’s book *Goodnight Moon*. Twenty-eight years and more than 5,000 SKUs later, the company has grown to be a leader in juvenile stickers and greeting cards and is just this year expanding their product offerings to include cooperative games.

Peaceable Kingdom’s mission is to make good, do good, and be good. Which means: to create fresh, fun, award-winning products that educate, inspire, and tickle funny bones, to donate to charitable organizations that support the well-being of children, to remain committed to socially-conscious manufacturing practices and sustainable and eco-friendly materials, to maintain integrity in all business relationships and to support the people who support us! The Peaceable Kingdom philosophy – come into the kingdom and join the fun! Visit www.peaceablekingdom.com to learn more.

###