



## ***For Immediate Release***

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### **WonderElla™ Wins Dr. Toy's Best Children's Vacation Products 2010 Award**

**Seattle, Wash. – June 3, 2010** - WonderChess LLC's new WonderElla™ – The Game You'll Never Forget™ earned an impressive first award this month: *Dr. Toy's Best Children's Vacation Product Award for 2010*. WonderElla, a collaboration from the creators of WonderChess™ and Cranium® Cadoo®, combines the ever-popular game of match with prize-inside game pieces opening to reveal surprises. The set fits into a soft, light-blue carrying case in the shape of WonderElla the Elephant, designed for summer travel, taking to the park, a friend's house, in the car, or cuddling up with at home.

*Dr. Toy's Best Children's Vacation Products* are carefully awarded using extensive criteria including: safety, age-appropriateness, design, durability, lasting play value, cultural and ethnic diversity, educational value, learning skills, creativity, good value for price, and fun.

"Children learn best through play," says Dr. Stevanne Auerbach, a.k.a. Dr. Toy, "and these *Best Products* encourage children to maximize their potential and make the most of *Smart Play*."

"We are honored to receive Dr. Toy's award as a Best Children's Vacation Product for 2010," Michel Alvarez, founder of WonderChess LLC and co-creator of WonderElla explains. "Dr. Toy awards educational, stimulating and fun games that help children reach their development potential. In creating WonderElla, this was our goal."

WonderElla officially debuts to retailers at booth #228 at ASTRA's Marketplace and Academy trade show June 13 -16 in Providence, Rhode Island.

For previous releases and more information, please visit: [www.wonderellagame.com](http://www.wonderellagame.com)

#### **About WonderChess LLC:**

WonderChess LLC develops innovative, educational, game kits for kids that incorporate their prize-inside game pieces and teaching methods. Their award-winning flagship product, WonderChess™ - Chess Kit for Kids, makes chess fun, exciting and immediately rewarding to learn and play for kids and their caregivers. WonderChess products are sold through specialty retailers across the USA and internationally. Their WonderChess Kids Fund makes donations to support children's programs in urban schools and community centers. Please visit [www.wonderchess.com](http://www.wonderchess.com) for other releases, media coverage and retailers. WonderChess LLC is a proud member of ASTRA.

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**About Dr. Toy:**

Stevanne Auerbach, Ph. D, a.k.a. Dr. Toy, resides in San Francisco, where she established the San Francisco International Toy Museum. She previously worked 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. 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. For more information, please visit: [www.drtoy.com](http://www.drtoy.com)

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