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**NogginStik Wins PAL Toy Award**

**Indianapolis, Ind.**— NogginStik Developmental Rattle by SmartNoggin, Inc., was awarded a PAL toy award and was named a top 10 toy for infants and toddlers by PlayOnWords.com.

“We are honored to have received this PAL award,” said Marcia Haut, SmartNoggin president. “The NogginStik was designed after careful consideration and research. We believe that a child’s learning journey begins at birth and parents are their child’s most important teachers. Awards such as these help us spread the word of the importance of parental engagement and well-designed toys that are not just fun, but also function as learning tools, which is why we created a parent learning guide that accompanies the NogginStik.”

“Rarely do I see such an outstanding parent learning guide associated with a toy to maximize learning through play. Parents won’t run out of activities with this little friend,” said Sherry Artemenko, speech and language expert, and PAL Award creator.

The PAL Award recognizes exceptional toys, games and books that—through their design, content, quality and character—promote play that advances language. Criteria for the award include: opportunities to describe multi-sensory characteristics and actions for infants; flexibility for open-ended play and discussion; fosters interaction, dialogue and story telling; inspires imagination and creativity; and encourages pre-reading skills and critical thinking. To learn more, visit [www.PlayOnWords.com](http://www.PlayOnWords.com).

The NogginStik developmental rattle is the first toy released by the SmartNoggin Toys. More than just a baby rattle, this developmental toy has been recognized by therapists, parents and caregivers as an educational tool designed to encourage infants beginning milestones. It promotes early interaction and bonding between parents and children. It received the 2013 Parents’ Choice Award, a 2013 PAL Award for infants and toddlers, the National Parenting Center Seal of Approval in 2012, a gold 2012 National Parenting Publications Award (NAPPA) in the children’s toys category, and the Creative Child Magazine’s 2012 Toy of the Year for the developmental baby toys category. For more information, visit [www.SmartNogginToys.com](http://www.SmartNogginToys.com).

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