

## FOR IMMEDIATE RELEASE

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### **NogginStik Developmental Rattle Wins a 2012 National Parenting Publications Award**

**Bristol, Ind. – October 16, 2012** – NogginStik Developmental Rattle by SmartNoggin, Inc., Bristol, Ind., has been named the a 2012 National Parenting Publications Award (NAPPA) gold winner in the children’s toys category. The NogginStik is the first offering from SmartNoggin, a newly launched developmental toy company that advocates for early education for children birth to age five.

“We are honored to have received this award,” said Marcia Haut, SmartNoggin president. “Parents, therapists, home visitors and caregivers have given us an overwhelmingly positive response to the NogginStik, telling us it has helped them begin encouraging their infants beginning milestones, and has promoted early interaction and bonding with their child. However, it is also enormously gratifying to be recognized by a leading advocacy group like NAPPA, as a toy they feel captures the essence of what should be in the hands of children today.”

NAPPA’s independent panel of [expert judges](#) evaluated hundreds of submissions for their innovation, quality, educational and entertainment values in the recent NAPPA Children’s Products competition. Seventy-five products were selected to receive the esteemed gold award, while 47 received silver and 42 were chosen as honor award winners.

“Consumers are being bombarded by so many children’s products these days,” said Julie Kertes, NAPPA general manager. “NAPPA’s purpose is to filter through the volume and deliver only the best toys, books, games, DVDs, CDs and virtual products to parents.”

A complete list of all 2012 NAPPA Children’s Products winners will be posted online at [www.NAPPAawards.com](http://www.NAPPAawards.com) on November 1, 2012.

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 was a 2012 National Parenting Publications Award (NAPPA) gold winner in the children’s toys category.

For more information, visit <http://www.smarnoggintoys.com>

For more than 20 years, the National Parenting Publications Awards (NAPPA), a division of Dominion Enterprises, has been the go-to resource for the best products for families. NAPPA’s team of independent expert judges, along with family and child testers, select the most innovative and enduring products to be NAPPA gold, silver and honors winners in two annual competitions—children’s products and parenting resources. Far more than a seal of approval, a NAPPA award signifies that a product has been rigorously evaluated against stringent criteria and stands out among hundreds of other products from around the world. For more information, visit [www.NAPPAawards.com](http://www.NAPPAawards.com)