

PRESS RELEASE FROM
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FOR IMMEDIATE RELEASE:

**Dr. Toy Gives the Nod to
K-BEU Mom Pillow by SillyCreatures.com**



Mill Creek, WA September 2011 Noted Play and Child Development authority, Stevanne Auerbach, Ph.D. (a.k.a. Dr. Toy), has selected K-BEU Mom Pillow by SillyCreatures.com for a highly distinguishing honor announced just today. Washington-based SillyCreatures.com, the creator of K-BEU Mom Pillow, received the seal of excellence for ***“Dr. Toy’s Best Picks Children’s Products 2011.”***

"I have seen the continuous, essential need for more year-round resources for consumers to identify and choose the most appropriate, safe and engaging learning and developmental products for all children," says Dr. Auerbach

Director of the Institute for Childhood Resources, founded in San Francisco in 1975.

“Children learn best through play,” says Dr. Auerbach, “and these smart new toys and products encourage children to maximize their potentials.”

Designed for children ages 1 and up, K-BEU Mom Pillow is made of super soft, pure organic cotton fleece. It is hypoallergenic and free from harmful chemicals. She provides a perfect sleep companion for your little one while also providing play, learning and exploring experiences. Three babies can fit inside K-BEU mom’s womb that can be nursed. K-BEU Mom also has a digestive tract that allows her to eat and go potty. She can be fed big stuffed cotton balls, aka food, that can be pushed through her stomach and pulled out the other end. Pillow firmness is adjusted by adding and removing babies and food. K-BEU Mom Pillow can be used as a puppet for more fun and interactive learning play. K-BEU Mom Pillow is completely machine-washable and simply tumbles dry. SRP: \$39.99 each. Additional food and baby K-BEUs can be purchased separately.

“We are very excited and honored to be chosen by Dr. Toy as a top toy pick,” said Flor Lozano-Byrne, President of SillyCreatures.com™. “This prestigious award validates our company’s mission to provide products of the highest quality and benefit children by making sure that every step and decision taken in the process promotes the causes for social justice and environmental responsibility.”

“Dr. Toy's Best Picks” were carefully chosen as worthy of attention from among thousands that she has reviewed. Among the criteria used are: safety, age-appropriateness, design, durability, lasting play value, cultural and ethnic diversity, good transition from home to school, educational value, learning skills, creativity, improvement in the understanding of the community and the world, good value for price, and, naturally, fun. Complete information about K-BEU Mom Pillow is included in the full report at <http://www.drtoy.com/awards/2011-Best-Picks-Childrens-Products.php>

Award-winning Silly.Creatures.com™ products are sold at specialty gift and toy stores, on Amazon.com and at the SillyCreatures.com website store.

ABOUT SillyCreatures.com

SillyCreatures.com is a family owned and operated company whose chief designer is a seven-year-old boy who loves to design and create the silliest of creatures. The company emerged from made up family stories about silly creatures. When the family decided to make these make believe creatures REAL a company was born.

The company prides itself on its social responsibility and all products are made in the USA. SillyCreatures.com is committed to being green with their products and packaging as well as daily operations in an effort to improve the world around us. Their mission is to offer the highest quality and value with the lowest carbon

footprint. The company is also very involved in school fund-raisers and charitable events that benefit children.

Learn more about SillyCreatures.com by logging it to their interactive fan friendly website and checking out their blog at www.sillycreatures.com. Stay in touch by following Silly Creatures on Twitter at www.twitter.com/SillyCreatures, and be sure to “like” them on facebook at www.facebook.com/SillyCreatures and www.facebook.com/OrganicPartyBySillyCreatures

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