



Dear Applicant,

Thank you for your interest in the 2009 Goddard Systems, Inc. Eco-Friendly Toy Test.

Enclosed is the official entry form, testing guidelines/criteria, shipping information and frequently asked questions.

Before you submit your application, please make sure that your toy meets all the following criteria:

- ✓ It is considered eco-friendly
- ✓ It is under \$25
- ✓ It can be readily purchased by November 1, 2009
- ✓ It is appropriate for preschoolers and early elementary school-age children
- ✓ You can provide **two** samples of your product

We are happy to let you know that there is **no submission fee** to enter our toy test.

Completed forms can be faxed to 212-488-2059. You can also mail a copy to:

Marie Baker
Attn: Toy Test 2009
135 W. 29th Street, Suite 701
New York, NY 10001

All submissions are due by October 1, 2009.

If you should have any questions, please do not hesitate to contact me at 212-488-2060 ext. 14 or email me at mb@childsplaypr.com.

Best,
Marie Baker
Child's Play Communications on behalf of The Goddard Schools



ECO-FRIENDLY TOY TEST

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2009 OFFICIAL ENTRY FORM

Important Dates:
Submission Deadline is October 1, 2009
Submit One Entry Form per Product Sample (TWO Samples Required)

PRODUCT INFORMATION (Please fill out all fields):

Product name: _____

Brief description (*note key features including why the product is considered eco-friendly*):

Company/Manufacturer: _____

Product/Company Web site: _____

Year released: _____

Suggested age range: _____

Price: _____

Where can this item be purchased? (*Store, web site, etc.*): _____

ENTRANT INFORMATION:

• **Primary Contact:** _____

Company: _____

Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

URL: _____

• **Secondary Contact:** _____

Phone: _____ Email: _____

SUBMIT YOUR ENTRY FORM:

All applicants must fax your entry form and tracking information (if available) to 212-488-2059.
You can also mail a copy to:

Marie Baker
Attn: Toy Test 2009
135 W. 29th Street, Suite 701
New York, NY 10001

All entries must be received by October 1, 2009.

SHIPPING INFORMATION:

- 1) Each package must include one finished product sample and one copy of the completed entry form for each submission
- 2) You must provide the batteries if your product requires them
- 3) You can enclose supporting press materials (optional)
- 4) All samples must be received by October 1, 2009.

Please ship (1) sample to:

Goddard Systems, Inc.
ATTN: Sue Adair, Toy Test 2009
1016 W. Ninth Ave
King of Prussia, PA 19406

Please ship (1) sample to:

MC Milker
ATTN: Toy Test 2009
203 Argonne Ave, #119
Long Beach, CA 90803

REQUIREMENTS, CRITERIA AND SHIPPING INFORMATION

Eligibility Requirements:

- 1) All toys eligible for submission do not need to be recent releases but must be available for purchase by November 1, 2009
- 2) Only finished eco-friendly products are eligible for submission
- 3) Entries must be appropriate for preschoolers and early elementary school-age children
- 4) Toys must not exceed the value of \$25.00

Submission Fees:

There is no fee to submit your entry

Submission Requirements:

- 5) 2 identical samples of each product
- 6) One copy of completed entry form for each submission
- 7) Supporting press materials (optional)

The Goddard Toy Testing Committee selects finalists based upon the following criteria:

- Interactive, child-initiated play focus
- Creative, social, or engaging
- Eco-friendly
- Appropriate for preschoolers and early elementary school-age children
- Affordable price range (\$25 and under)

Goddard preschoolers will then select their top five favorite "Local Preschooler Picks" from Goddard Top Ten Eco-Friendly Toys Gift Guide and announce the winners locally throughout the months of November and December

Goddard Toy Test Shipping Information:

Goddard will not accept COD or "postage due" packages

Please ship (1) sample to:

Goddard Systems, Inc.
ATTN: Sue Adair, Toy Test 2009
1016 W. Ninth Ave
King of Prussia, PA 19406

Please ship (1) sample to:

MC Milker
ATTN: Toy Test 2009
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Long Beach, CA 90803

Please Note: Specific results of product evaluations will not be released. Products submitted to the Goddard Toy Test will not be returned. All samples will be donated to Toys for Tots

FREQUENTLY ASKED QUESTIONS

Who is Goddard Systems, Inc.?

Recently named #1 Childcare Franchise in the United States, by *Entrepreneur* magazine, for the eighth consecutive year (January 2009) and one of the Top 200 Franchise Systems (in worldwide sales), by *Franchise Times*, for the second consecutive year (October 2008); Goddard Systems, Inc. (GSI) is expanding The Goddard School® network throughout the United States. Headquartered in King of Prussia, Pennsylvania, GSI currently licenses 330+ franchised schools with more than 40,000 students in 37 states. With a successful system in place and dedicated franchisees, GSI is the acknowledged leader in franchised childcare and a premier childcare provider in the United States.

Who is on the Goddard Toy Testing Committee?

The Goddard Toy Testing Committee includes Eco Child's Play, educators from Goddard Systems, Inc. as well as preschoolers at a confidential Goddard School location.

How will you decide Goddard's Top Ten Eco-Friendly Toys of 2009?

The committee will evaluate each toy on a number of criteria including play value and age appropriateness. All toys chosen must also be eco-friendly and under \$25.00. All eco-friendly claims will be verified.

Can you explain the Toy Test announcement process?

The committee will determine an official list of Top Ten Eco-Friendly Toys of 2009. We will distribute a national press release and do extensive media outreach.

What is the "Local Preschooler Picks"?

In addition to Goddard's national list of Top Ten Eco-Friendly Toys, preschoolers at participating Goddard Schools across the country will have the opportunity to play with the top ten toys and pick their favorites. Schools will then announce its "Local Preschooler Picks" for the Eco-Friendly Toys of 2009.

Do I have to provide samples for the "Local Preschooler Picks"?

No. Participating Goddard Schools will be responsible for purchasing the toys. All toys will then be donated to Toys for Tots, or to a local charity of the School's choice.

How long has the Goddard's Top Toys List been around?

Goddard's Top Toys list was introduced in 2008 and this is the second annual toy test, but the first time with an eco-friendly focus.

What happens if my toy is selected?

We will notify you once your toy is selected as a finalist. Your toy will be included in all of Goddard's media outreach. Once we have announced the winners via a national press release, you are free to distribute your own press release. We will provide a Goddard messaging guide to assist you. You will also have the opportunity to purchase the "Preschooler Picks" Seal of Approval to add to your packaging and/or web site.

When will the winners be announced?

The national list will be released at the end of October. "Local Preschooler Picks" will be throughout the months of November and December.