



# **Noted Child Development Expert Names Inspiration 9 and Kidspiration 3 as Best Children's Vacation Products for Summer 2010**

## ***Dr. Toy Endorses Inspiration Software's Premier Visual Learning Tools to Keep Children Engaged and Learning While on Summer Vacation***

**PORTLAND, Ore. – July 20, 2010**

Dr. Toy, one of the nation's leading child development experts, named Inspiration® Software, Inc.'s premier visual learning tools Inspiration® 9 and Kidspiration® 3 as the Best Children's Vacation Products for Summer 2010.

The award program was developed by Steveanne Auerbach, Ph.D., (a.k.a. Dr. Toy) to provide parents with a resource for choosing safe, affordable, educationally oriented and stimulating toys and play products for children to use during vacation time at home or on the road. Products named to the list are carefully chosen, using Dr. Toy's extensive criteria developed over many years. They are evaluated for 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, value for the price and, naturally, fun.

"As a childhood specialist for 40 years, I have seen the continuous, essential need for more year-round resources to help consumers identify and choose the most appropriate products for all children," said Dr. Toy. "Inspiration and Kidspiration were selected for the 2010 Best Vacation Products because they will provide children with exciting new learning opportunities that will help them not only do better in school, but also give them more constructive activities while traveling or at vacation destinations."

Inspiration 9 for children in grades 6-12, the ultimate thinking and learning tool to comprehend, create, communicate and achieve more, adds this prestigious endorsement to the expanding lists of awards from the education, technology and parenting communities that it has garnered since its launch in January 2010. New capabilities in Inspiration 9, such as support for creating presentations and additional visual learning methodologies, provide an essential framework for thinking and help students develop 21st century skills.

Kidspiration 3, the visual learning software for students in kindergarten through grade 5, supports young learners as they strengthen reading and writing skills, build conceptual understanding in math, and develop thinking skills across the curriculum. Kidspiration 3 has earned more than 20 awards since its launch in January 2008.

"We agree with Dr. Toy – learning for children doesn't stop when school lets out for the summer. Learners of all ages can use Inspiration and Kidspiration to visually explore, express and write about their vacation experiences in a creative and engaging way," said Mona Westhaver, president and co-founder, Inspiration Software. "Having our visual learning software named to the list of the Best Children's Vacation Products offers parents the information that they need to pick learning tools for their children in the summer and year-round."

### **About Inspiration Software, Inc.**

Recognized as the leader in visual thinking and learning, Inspiration Software, Inc.'s award-winning software tools, Inspiration, Kidspiration and InspireData®, are based on proven visual learning methodologies that help students think, learn and achieve. With the powerful combination of visual learning and technology, students in grades K-12 learn to clarify thoughts, organize and analyze information, integrate new knowledge and think critically. Founded more than 25 years ago by Donald Helfgott and Mona Westhaver, the company's visual learning software tools are used today by more than 25 million students and teachers worldwide.