

FOR IMMEDIATE RELEASE

Let's Choose, a children's game, is named winner of The National Parenting Center's 2011 Seal of Approval

Chicago – April 28, 2011 – The founders of Let's Choose™ announced today that their interactive children's game was named Winner of The National Parenting Center's 2011 Seal of Approval.

The interactive card game helps parents work with children to teach them social skills that contribute to good choices. The grass roots game experience helps children internalize their choices and learn consequences. While some board games may give children hypothetical situations, the Let's Choose experience translates to in-the-moment situations where a child makes a choice and then recognizes the various consequences that can go with it.

"It is quite an honor to be a winner of The National Parenting Center's 2011 Seal of Approval. We developed Let's Choose to improve children's social-emotional skills, which leads to better performance outcomes. The game is now played with children as young as 3-year old to 18-year old," said co-founder and former teacher, Lisa Maylee M.A. Maylee developed Let's Choose with Stacey Buck, M.A., a Chicago speech language pathologist in private practice.

TNPC's review stated that "kids enjoyed the game but parents especially loved that they could use it as a method to develop a new dialogue and vocabulary with their kids about the consequences which arise from the decisions they make. It is more of an 'oh yeah!' kind of game."

"Submissions undergo several weeks of rigorous testing by hundreds of parents and children to get candid feedback on each entry. Submissions are judged on quality, interactivity, stimulation, ease of use, pricing and much more," said David Katzner, TNPC president.

Although the seal of approval was awarded for the home version, Let's Choose was developed for a variety of uses and is also available in a school version. "General education teachers, occupational therapists, speech-language pathologists, psychologists and social workers find Let's Choose to be helpful for developing a common language around choices and consequences. The game allows children to think about their effect on people and community so that they can develop their own understanding of words and behavior," said Buck.

Let's Choose is the only interactive card game experience where executive function skills are broken down for children to practice and to bring about lasting behavior changes.

"We play Let's Choose at home. It is a fun exercise and my five-year-old loves it, especially the microphone. We use it for learning how positive or negative consequences can arise depending on the choices he makes," said Gary Mart, a child and adolescent psychiatrist practicing in Chicago.

To see TNPC's review of Let's Choose, visit <http://www.tnpc.com/search/tnpcarticle2.asp?rec=7022> or the announcement, <http://www.tnpc.com/soa/spr11pressrelease.html>.

About Let's Choose:

Let's Choose is an interactive card game experience for the general education and special education of children between the ages of 3 and 18. The grassroots game experience is shared between children and parents in the home; educators in the classroom; and professionals in schools and clinic settings. The original version was developed in 2002 by a teacher certified in general and special education, and a speech-language pathologist. Let's Choose is based in Chicago. Visit Lets-Choose.com.