



**For Immediate Release**

**Contact: Randi Cone 212-765-5154**  
[rcone@ebeanstalk.com](mailto:rcone@ebeanstalk.com)

**WEBSITE HELPS NEW PARENTS SORT THROUGH TOY CLUTTER TO  
FIND BEST TOYS FOR THEIR CHILD**

**eBeanstalk, New Source for Tools Promoting Child Development, Offers Age  
Appropriate Toys Delivered Four Times a Year**

With so many choices, shopping for just the right toy can be an overwhelming undertaking for new parents who can find themselves endlessly roaming the aisles and the internet looking for the perfect play experience for their child. In fact, 65 % of those shopping for young children find it difficult to locate toys that help in learning and development.\* Now, [eBeanstalk](http://ebeanstalk.com) has come to the rescue...to save parents and gift givers time and worry.

The ultimate source for the tools to nurture the young child's physical and intellectual growth, **eBeanstalk's** unique concept offers parents a stress-free approach to toy buying. Every three months during the course of a year, a toy arrives at the customers' doorstep perfectly suited to match the stage of a child's development. Selected by a team of child specialists and a Mother Board consisting of over 500 new moms, each toy has been looked at, played with and selected from 10,000 toys to arrive at 400 of the best developmental toys available. Parents and gift givers can feel confident that each toy has been thoroughly researched and endorsed by child development experts and by real mothers looking for the best for their children.

Committed to "planting the seeds that help children grow," **eBeanstalk** also provides information to help parents understand the role of play in a child's development of cognitive, language, social, physical, and emotional skills. Accompanying each toy is an information card written by **eBeanstalk** experts describing why the toy was chosen, the skills that it helps to develop and how a parent and child can play with it together. The site also features message boards, Q and A's with **eBeanstalk's** experts, and a thorough list of developmental milestones, all designed to make **eBeanstalk** the place for new parents to find the child development information they need.

"Most development occurs within the first three years of life," said Patrick Moore, co-founder of **eBeanstalk**. "We found that there was a need to bring attention to how toys

impact a young child's intellectual and physical growth. Our toys are matched to 3 month incremental stages, so **eBeanstalk** customers can be assured their child will get the appropriate toy when they need it. And by providing information that goes beyond the manufacturers' instructions, we believe we can enhance the child's quality of play."

Brian Gordon, co-founder of **ebeanstalk** adds. “As the parent of a newborn, I know first hand how mind boggling choosing the right toy for your child can be. All the toys look the same and there are thousands to choose from. And at **eBeanstalk**, we have found that just because a product is on the market does not necessarily mean it is safe. **eBeanstalk** cuts through the toy-clutter and offers new parents and gift givers a simple solution for providing children with the safest and most stimulating toys on the market.”

With an array of the best developmental toys, games, puppets, puzzles, costumes, etc. from top manufacturers around the world, **eBeanstalk**'s offerings are divided into five different stages of a child's development: newborn; 1- to 2-years-old; 2-to 3-years old; 3- to 4-years-old and 4- to 5-years-old. Within each age range, customers can select one of several specially designed gift sets at different price points that are designed to bring the most age-appropriate, developmentally sound toys to their doorstep every three months, delivered in a special **eBeanstalk** white gift box.

**eBeanstalk**'s child specialists bring a comprehensive developmental approach to the task of toy evaluation and providing guidance for creative play. The five member team select the toys, create Graduated Play ideas for each toy, author the eBeanstalk instruction cards, and answer visitor questions. The team is comprised of: Dr. Andrew Eig, a clinical psychologist who focuses on social and emotional skills, Deanie Barth, a physical therapist who focuses on dexterity and locomotion skills, Shari Harpaz, a speech pathologist focusing on language and imagination skills, Barbara Greenspan, a pediatric occupational therapist focusing on dexterity skills, and Gopi K. Palel, a special educator who focuses on behavioral therapy and parent training.

But real moms are the heart of **eBeanstalk**. Over 500 new mothers (all with children from 0-5 years of age) from all over the United States comprise **eBeanstalk's** Mother Board. The voluntary group acts as a nationwide 'governing body' — playing with new toys being considered for the site, rating each and every one of them, and providing valuable feedback.

**eBeanstalk.com** is a website dedicated to helping children in their most critical time of development grow their minds and bodies, by supplying the highest quality, professionally screened, stage appropriate tools. Launched in September 2006, its founders, former marketing executives Brian Gordon and Patrick Moore, continue to move the **eBeanstalk** site beyond e-commerce to one that offers those interested in the development of children a place to come together and “plant the seeds to help children grow”.

\* Data comes from a national study of 2,000 US households surveyed using Harris Interactive's online panel of respondents (January 2005)