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## **eBeanstalk Mother Board**

Real moms are the heart of **eBeanstalk**. Over 500 new mothers from 38 states with over 800 children from the ages of 0 to 5 (and 50 on the way!) comprise **eBeanstalk's** Mother Board.

A voluntary group that acts as a nationwide 'governing body,' these dedicated women donate their time because they are interested in providing children with toys that aren't just fun...but also help them with language, motor and other development skills. On a regular basis, members are sent toys appropriate to their child's stage of development. After watching their child's interaction with the toy, they evaluate and rate each toy in several categories, and report back their findings. The Mother Board's input is then combined with the **eBeanstalk** child specialists' toy selections to make the final determination of which are the best, most developmentally sound toys, to make available on the site.

The Mother Board continues to grow, and **eBeanstalk** estimates it will hit 1000 moms by the end of 2007. New members are recruited from **eBeanstalk** customers as well as from leaders of internet mother groups from around the country. The Moms not only act as experts on toy selection, but they actively get the word out on **eBeanstalk's** positive role in their lives... reaching over 50,000 additional members of mother groups.