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For Immediate Release

NEW LANGUAGE GAMES FROM FUN AND FUNCTION TACKLE THE MOST COMMON DEVELOPMENTAL PROBLEM FOR PRESCHOOLERS

Fun-Filled, Engaging Games Put Emphasis on Play in Child's Natural Setting to Support Speech-Language Therapy

Philadelphia, PA, July 14, 2009 – Tackling the most common developmental problem among preschoolers, Fun and Function has introduced a new line of seven games to address speech/language delays and disorders that affect 5-10% of the population (according to U.S. Preventive Services Task Force). The new language games feature large magnetic play pieces, colorful cards sized for small hands, and activities for family play. Affordably priced from \$11.99 to \$19.99, the games also are available in combo packs to create an ideal set of tools for daycare centers, clinics, and schools.

The Memory Matching Game (\$19.99), honored by Disney's iParenting Media Awards, helps children learn the plural form of irregular nouns like goose and geese, foot and feet, mouse and mice – and is designed to improve concentration skills. The Mad-Magnet Match series (\$16.95 each), winner of Dr. Toy's 2009 Best Vacation Products, comes in a travel tote with large magnetic pieces and play activities that teach Opposites, Associations, and Part-to-Whole Relationships. The Cool Cards series (\$11.99 each) is also packaged for travel in a durable metal tin and the game variations challenge children of every level.

As reflected by the popular toy awards, both typically developing children as well as those with special needs will benefit from playing the games, as they help develop language concepts, vocabulary, critical thinking, and pre-literacy skills through fun activities.

"We're very excited about the potential for our new language games to help children with speech development issues, because early intervention can pre-empt the psychosocial and academic problems associated with them," says Aviva Weiss, a pediatric therapist and founder of Fun and Function. "We assembled a team of highly experienced speech-language pathologists to design games that achieve therapy goals in a natural play setting. Our language games are fun, and they build pre-literacy skills, so children of every ability can play together."

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Clinicians have praised the games for their use of “functional word pairs that are relevant to the child, clear and kid-friendly depictions so even the non-reader can identify the picture, and combined pictures and words on each game piece to build pre-literacy as well as literacy skills.” In addition, suggested activities for different levels and game materials support skill carryover for children with language or developmental delays, learning disabilities, Asperger’s and autism.

Cool Cards (\$11.99 each), a series of colorful 52-card decks featuring familiar objects and concepts, is designed for 1-6 players age 3 and up, and the easy-to-hold cards measure 2.5” x 3.5”; Mad Magnet-Match Games (\$16.95 each), each have 48 magnetic tiles with board, designed for 1-4 players age 3 and up; and the Memory Matching Game (\$19.99), designed for 2-8 players age 5 and up, includes an activity book which targets 3 levels. All the games are available for online purchase at www.funandfunction.com and shipping is free.

For classroom and other professional applications, the Cool Cards and Mad Magnet series are available in combo-packs (\$31.99 and \$45.85, respectively). A comprehensive Language Tool Kit with Cool Cards, Magnet Memory and Memory Matching games and other materials is also available (\$84.51 each).

Games Target Specific Language Delays and Challenges

The Cool Cards and Mad Magnet-Match series are designed to develop relationship awareness, improve descriptive skills and increase receptive and expressive vocabulary. Age-appropriate activities and game variations are included to engage and motivate children at every level. Each series has three categories to help children describe relationships between objects, such as:

- Opposites, in which players pair contrasting objects and concepts (e.g., “off” and “on”);
- Part-to-Whole, which encourages players to explore and discuss how components (e.g., “car” and “wheel”) come together to make everyday objects; and
- Associations, which highlights items frequently found together (e.g., cake and candles), promoting vocabulary expansion, relationship awareness and enhanced thinking and reasoning.

The Memory Matching Game helps children increase syntactical skills by matching each pair of pictures and saying the singular and irregular plural nouns, such as “I have one goose. I have two geese.” Ten pairs of challenge cards teach the correct use of regular plural nouns, and an activity book supports carryover skills.

For more product details, visit the e-catalog at catalog.funandfunction.com or www.funandfunction.com.

About Fun and Function LLC

Launched in 2005 by pediatric occupational therapist Aviva Weiss and her husband, Haskel, Fun and Function LLC (www.funandfunction.com) offers engaging, durable and functional play and therapy products at affordable prices, including an exclusive line of scooters, magical apparel, weighted compression vests, and portable writing kits. Frustrated by the lack of kid-friendly styling and high prices of existing special-needs products, Weiss began designing products that help kids feel good and achieve their best. Today, the company offers hundreds of innovative products marked by affordability and durability, valued by parents, pediatric therapists and educators. For more information or a free catalog, visit www.funandfunction.com or call 1-800-231-6329.