

**For Immediate Release: July 4, 2005**  
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**Smart-Bear Adventures wins “Best Children’s Vacation Product – 2005”  
Dr. Toy Award**

San Francisco CA,  
Vancouver BC – July 4, 2005

The prestigious Dr. Toy Awards Program has named **Smart Bear Adventures “Best Children’s Vacation Product 2005.”** The honor spans the multiple categories of Arts & Crafts, CD-Rom, Education and Software. Smart-Bear Adventures was chosen from hundreds of products based on safety, innovative design, skill building and challenging qualities, reasonable cost and fun!

Sponsored by the Institute for Childhood Resources in San Francisco, the Dr. Toy Awards Programs were established in 1992 by Dr. Stevanne Auerbach, known as Dr. Toy™. Auerbach is recognized internationally as one of the pre-eminent authorities on child development, play and toys.

“**Smart-Bear Adventures** combines what parents and educators want for their kids, with what children find engaging” says Lynn Leboe, CEO of Leboe & Grice Multimedia, developers of the programs. “Summertime should be about fun and learning, testing limits and developing new skills” says Dr. Auerbach.

**Smart-Bear Adventures** fills a unique PC software niche, a cross between a storybook and video-game. The animated stories of **Smart-Bear Adventures** unfold at Whistler Mountain, BC, Canada with Mama Smart-Bear giving birth to twin cubs – Willy and Wishbone Whistler. The CD-Roms are easy and safe for children to use without adult supervision – read-a-long text is animated and synchronized to the characters' voices. A magnifying feature allows the children to examine details of nature. Children are rewarded for each page they read with new images, words and sound, in their Smart-Bear multimedia activity center. Children build vocabulary, speech, language, motor, communication skills and eye-hand co-ordination

Children can connect to the Internet for weather reports and bear activity. Researcher notes are presented for children who want to learn more amazing animal facts and become bear-aware. Printable Bear Masks are included on the CD for additional fun. Lynn, a mother of three adds “The Smart-Bear Adventures series is an interactive solution when children can’t be outside playing. Parents can feel confident their children will be busy learning, reading, imagining and playing in a creative, self directed way. **Smart-Bear Adventures** is a practical product that is not only fun but educational and can be used by kids when they are complaining they have nothing else to do!”

As an award recipient, **Smart-Bear Adventures** will be profiled in the **Guide to Current, Best Leisure Time Products for Young Consumers 2005**. Dr. Toy’s report is considered a key source for parents and educators seeking to reduce the time it takes to locate new, developmental, and innovative products designed for children.

**In addition, Smart-Bear Adventures** has been recently recommended by the BC Ministry of Education for elementary grades. The school offering includes a French version, printed bilingual readers and Teachers’ Guides available in English or French.

Three volumes – Smart-Bear Adventures: Jeanie Whistler, Cubs in Trouble and Hideaway, SMRP \$24.95 USD ea  
[www.smart-bear.com](http://www.smart-bear.com).

**About Leboe & Grice Multimedia:**

Leboe & Grice Multimedia with offices in Langley, BC and Atlanta GA. has more than 20 years experience high level strategic design and publishing for International audiences. They specialize in innovative and easy to use software design.

**Smart-Bear Adventures** was produced the participation of Telefilm Canada, Leboe & Grice Multimedia, BinOptix Convergent Technologies and TRILabs.