

Press Release

May 12, 2009 MAD SCIENCE OF COLORADO NOMINATED FOR NICKELODEON'S PARENTSCONNECT PARENTS' PICKS AWARD FOR BEST PARTY ENTERTAINER

Nationwide Online Poll Allows Parents to Nominate Favorite Family Resources through July 15

WHAT: Nickelodeon's [ParentsConnect](#), the online resource for parenting advice and community, is allowing parents to pick the best of their local communities with its Second Annual Parents' Picks Awards. MAD SCIENCE OF COLORADO is among Denver's nominees for BEST PARTY ENTERTAINER. Users can vote online for nominees until July 15, and ParentsConnect will announce the winners online on Aug. 17. The 2009 award winners will be featured on ParentsConnect throughout the year.

HOW TO VOTE: The Second Annual Parents' Picks Awards will identify winners in 52 major U.S. cities. Categories include: best kids' museum; best toy store; best playground/park; family restaurant; and many more. Users can vote for nominees online at <http://gocitykids.parentsconnect.com/parents-picks> until July 15 to help determine which nominees are "top picks" in their city.

All Parents' Picks businesses are nominated based on recommendations from ParentsConnect local city editors who live and work in the cities they cover, in conjunction with feedback from the ParentsConnect community. Users' votes and rankings ultimately determine which venues are selected as winners in their respective categories.

PARENTSCONNECT BACKGROUND: Featuring the tagline "We're not perfect, we're parents," Nickelodeon's ParentsConnect celebrates the reality of parenthood and make parents' lives easier. Geared towards parents with kids of all ages, from newborns to teens, the site offers unique features like local events and resources; personalized profiles that help parents connect with each other; daily tips for all ages and stages; expert parenting advice; a weekly meal-planner for quick and healthy meals; and guest celebrity editorials. Each age-related section on the site provides users with daily content to help them through both large and small parenting challenges.

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