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CREATIVE CHILD SAYS AEROMAX HAS THE FIRE POWER TO BE AWARDED TOY OF THE YEAR

Fire Power Water Soaker Drenches and Delights Kids

Lake Barrington, IL (July 8, 2011) – Kids love playing dress-up. They also love water fights. So, it seems natural that a product that combines pretend dress-up play with blasting water up to 30 feet would be a total hit with kids. Aeromax's Fire Power was such a hit at the recent Creative Child Toy Award testing it was awarded the top award, a 2011 Kids Product of the Year Award.

To win honors at Creative Child's Toy Awards, products are thoughtfully reviewed by the very folks who buy them – moms, educators and caregivers. Only one product per category can win a *Kids Product of the Year* award. All winners must exceed expectations for nurturing creativity and education in children.

Here's a look at this year's Kids Product of the Year winner in the Outdoor Play category:

Fire Power • Ages 5+ • \$12.95

Every boy and girl on the block will want to get their hands on this super soaker fire hose that rests comfortably on your back as a backpack and weighs just two pounds when loaded with water. Kids hold the nozzle with two hands and gently or forcefully pump the stream of water towards friends, plants, the sky or whoever is in their path! Each backpack can hold up to 60 pumps, and each pump can shoot over 30 feet, for an afternoon of outdoor fun. Fire Power has two settings, single stream or spray.



About Aeromax

President Mark Levine began his company 14 years ago with one product, the Aeromax 2000 Tangle Free Toy Parachute, which is still iconized in the company's logo. Today its product line boasts more than 300 (and counting) items and every top toy industry award. Charitable giving is an important component of Levine's business plan with thousands of units donated to Kids Wish Network and most recently, Kids In Distressed Situations (K.I.D.S.)

To order online or for more information visit their website at www.aeromaxtoys.com.

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