

Dandelion: Earth Friendly and now, Award-Winning.

Dandelion Earth-Friendly Goods, a division of Re-Think It, Inc. Awarded iParenting Media Award for its Divided Plate ReUsables.



Winter Park, FL – Re-Think It, Inc., creators of the high-quality, ecologically responsible line of *Dandelion Earth-Friendly Goods* is the proud recipient of a **2009 Best Product Award from iParenting Media** for its Divided Plate which is part of **Dandelion's** new line of **ReUsable** children's tableware made from corn-based bioplastic that is affordable, safe and eco-friendly.

To be selected as a recipient of iParenting Media's Best Product Award, the Divided Plate was reviewed by three completely independent sources and evaluated by the iParenting Media Awards Executive Committee. The program provides an accurate and unbiased process to determine the best children's products on the market.



"It's an exciting time for Dandelion and we couldn't be more thrilled about receiving this award," says Amy Shumway, Re-Think It's VP of Development. "With a year packed full of new product releases and innovation, we're honored that iParenting Media awarded our ReUsable Divided Plates and that their testers appreciated our *green* initiatives and recognized that we are offering something truly special."

The Divided Plate is part of **Dandelion's ReUsable** line which is made from a unique formula derived primarily of corn-based bioplastic. Aside from the Divided Plate, the **ReUsables** line also includes bowls and utensils; each of which is durable and lightweight for use at home or on-the-go. Designed with ease-of-use in mind, the divided plate keeps food separate and off the table. The Divided Plates and the Bowls, are sold in packs of two while the Utensils come in packs of eight (four forks and four spoons) and each pack comes at an MSRP of \$7.99

Dandelion's ReUsables are available at juvenile specialty and natural products retailers nationwide. Please visit www.dandelionforbaby.com for more information, to find a retailer near you or to order directly.

About Re-Think It, Inc.

Re-Think It, Ink, formerly ABC Development, Inc, is a privately held company with headquarters in Winter Park, FL. The company was founded in 1987 as a manufacturer of novelty sponge products. In 1996 the company launched its first assortment of baby care items. The company has since expanded its baby care offering to include infant and toddler feeding items, toys, accessories and more. As of 2008, Re-Think It refocused its company and built its ecological campaign with the introduction of Dandelion Earth Friendly Goods, which features an earth-friendly line of products as its cornerstone. For more information please visit www.dandelionforbaby.com or call (888) 222-3053.

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