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**CONTACT:**

Jennifer Hastings  
Piperoos LLC  
(888) 404.8149  
jennifer@piperoos.com

**PIPEROOS™ CREATIVE DRAMA KIT EARNS DR. TOY'S 10 BEST AWARD**  
**Imaginative play and social-emotional skill development emphasized**  
**with new dress ups and storybooks for home or classroom**

San Francisco, CA - October 6, 2009 - Piperoos™ LLC makes its debut with a line of creative drama products for young children, and announced today that it has been honored with Dr. Toy's 10 Best Creative Products and 100 Best Children's Products Awards of 2009.

Designed for children ages three to eight years old, Piperoos' creative drama kits include dress-up materials and illustrated storybook. Each kit focuses on one theme, and includes either a single or an ensemble set of character costumes. Along with a story "play," books offer drama games and craft projects that extend the storytelling experience.

"Creative drama taps into children's natural desire to dress up and pretend, encouraging active participation in reading, storytelling and learning," remarked Jennifer Hastings, co-founder of Piperoos. "As parents, we were inspired by our sons' and friends' enthusiasm for role-playing and reenacting favorite stories," added Iris Aluf Medina, co-founder and veteran textile manufacturer. Less about performing or putting on a show, creative drama helps children develop confidence, creativity, communication and collaboration skills.

The first kit, Sea Play, features a jelly, octopus, turtle and shark along with Piperoos' first book, *The Key in the Sea*, in which sea creatures find a mysterious box hidden in the trash littering their underwater home. Author, Lisa Craig Gautier, is the founder of Matter of Trust ([www.MatterofTrust.org](http://www.MatterofTrust.org)), a public charity focused on eco-education and finding use for man-made and natural surplus.

In addition to creative drama kits, Piperoos offers a line of casual dramatic playwear: role-play t-shirts sold with related props. Dramatic playwear MSRP is \$15.95 (USD); single-character creative drama kit MSRP ranges from \$26.95 to \$36.95 (USD); ensemble kit (four character costumes) MSRP is \$85.95 (USD).

**Piperoos' Mission**

At a time when academics, standardized testing and highly structured activities are dominating children's lives at an increasingly younger age, researchers and educators alike are urging alternatives. Many feel children are losing out on experiences that help them cultivate social and emotional skills key to succeeding in all realms of life.<sup>1</sup>

Creative drama in particular has been shown to be effective in facilitating social-emotional

learning, advancing literacy skills and making complex academic concepts more accessible. Conducive to “multiple intelligences,” it provides an unintimidating way for children to express themselves and have fun while learning.

Piperoos’ mission is to encourage educators, caregivers and families to bring creative drama into classrooms and homes, inspiring young children to:

- connect imagination to action
- thrive through collaboration
- participate in storytelling
- build skills for life success

### About Piperoos

Founded in 2009, Piperoos produces creative drama products for children, including dress-up materials, companion storybooks and props, for use at home and in the classroom. Recognizing the positive role of dramatic play in childhood development, Piperoos is committed to helping children build social and emotional skills essential to life success. Piperoos is located in San Francisco. For more information, visit [www.piperoos.com](http://www.piperoos.com).

For more information on Dr. Toy, visit <http://www.drtoy.com>.

'Paul Tough, “Can the Right Kinds of Play Teach Self-Control?” The New York Times, September 27, 2009, Magazine, New York edition, <http://www.nytimes.com/2009/09/27/magazine/27tools-t.html> (accessed September 27, 2009).

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