

# Adding Wisdom Award

Use the Parent To Parent *Adding Wisdom Award* to help guide you to right game or the right web site for you and your kids.

by Jodie Lynn

In 1998, I could not find any other sources readily available to provide parents the knowledge needed to allow their children to safely surf the Internet. With a burning passion to provide a resource for parents concerned about their children viewing web sites, I developed the Parent To Parent Adding Wisdom Award. If the award is posted on a site, the parents know it is a secure area for their kids to visit.

Armed with enthusiasm, I plunged into help-

**We look for products that entertain and teach, and for those that inspire imagination and creativity.**

ing families and never looked back. It was not long before manufacturers, individuals and publishers of books, toys, jewelry, games, etc., began to ask if I would add a category for their products. Everyone who contacted me said that just the name itself was worth its weight in gold and they wanted to be a part of the mission.

## Adding a Team

Of course, behind every successful company is always an amazing resource team. Our Family Testing Team consists of regular down-to-earth parents and their ever-curious kids. In addition, our team gets to play games before they ever hit the stores.

Today, the award program is a full-blown profitable business with a VP of Marketing and a Family Testing Team of twenty. We have three Family Testing Leaders, including myself, who are responsible for finding families in their area to help test the products. It



Jodie Lynn is an award-winning internationally syndicated family/health columnist and radio personality. Her syndicated column Parent To Parent ([www.ParentToParent.com](http://www.ParentToParent.com)) has been successful for over 10 years and appears in newspapers, magazines, newsletters and throughout the Internet. She is a regular contributor to several sites and has written four books and contributed to three others, one of which was on Oprah and has appeared on NBC in a three month parenting segment. Her latest books are - *Mom CEO (Chief Everything Officer) - Having, Doing, and Surviving It All!* (May 2006) and *Syndication Secrets - What No One Will Tell You!* (March 2006).

is a good feeling to know that in some small way, the Parent To Parent Adding Wisdom Award is helping to make a difference in our children's future. We are the only award program to ever be honored by Disney -- that speaks volumes.

## Judging the Games

We use experts from all around the country: parents, teachers, librarians, pediatricians, psychologists, media critics, child care facilities and directors and other professionals who are involved with children on a daily basis. They are considered our Family Testers. All reviewers must be a parent. The Family Testers are real families who test the products.

We listen to the kids and their parents for kid-tested and kid-approved evaluations.

## Judging Criteria Used

Parent to Parent Adding Wisdom Award committees look for products that entertain and teach and those that inspire imagination and creativity. Once the product is approved by the committees, the item is then given to a family for testing and evaluation. The committees are interested in how a product helps a child grow ethically, socially, intellectually, emotionally and physically. Any product encouraging violence is unacceptable.

## A Good Example



*Okios Game 3: The Key to Success* was chosen as an award-winning product based on the overwhelming positive feedback from



our Family Testers. The board game provides hours of fun and is also challenging since it requires memory skills, abstract reasoning, logical thinking, and strategy.

In essence, this board game promotes interaction between players and encourages them to learn about other players. Our Family Testers found that with such interaction, intellectual stimulation, play, and laughter, players enjoy the challenge.

Games Quarterly is pleased to be a 2006 winner. Go to [www.AddingWisdomAward.com](http://www.AddingWisdomAward.com) for more a complete list of winners.

## Meet the

### Parent To Parent Team



**Jodie Lynn**  
Founder of Parent to Parent  
Adding Wisdom Award



**Lisa Barker**  
VP of Admin



**Tammy Touns**  
VP of Mrkg

### One of many Family Testers

The Vander Schaafs: Joanna (Mom), Shawn (Dad), Madeline (5), and Margaret (3)

