East Carolina University

East Fifth Street

Greenville, N.C. 27858

April 21, 2011

**FOR IMMEDIATE RELEASE**

A grant of $350,000 has been awarded to Dr. Benjamin Spot, a researcher and professor of child development. The grant will fund research into Dr. Spot’s study of the response of infants to colors and designs. The grant was provided by Happy Baby Toy Co., and hopes to lead to better baby toys.

“Happy Baby is proud to be associated with behavioral scientists like Dr. Spot, who are working diligently to find new ways to stimulate young minds. And we are equally pleased that students will be involved in this important research. With the help of Dr. Spot and his students, Happy Baby will continue to provide quality infant toys.” – Carlo Geppeto

Contact for additional information : John Bickel, Assistant Pubic Affairs Director

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This is the first grant that Happy Baby Toy Co. has given to a college professor. The grant being a yearlong award will go into effect on the last day of next month. Dr. Spot is eager to involve his students in his infant psychology classes at local day care centers and in private homes.

A presentation ceremony will be held during a reception at the home of the president of East Carolina University next Sunday at 3 p.m.

Happy Baby is a 20-year-old toy company that seeks to apply current research into child development. Last year it introduced a product line based on clinical research showing that babies are attracted more to brightly colored stripes than to solid colors. The company is headquartered in Ames, Iowa.

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