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NEWS

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May Institute, National Autism Center, and Automoblox Launch

“Cars for Classrooms” Summer Charitable Campaign to Benefit Children with Autism

Award-winning car toys offer schools innovative teaching tool for children with autism

Randolph, MA – May Institute, the National Autism Center, and Automoblox are proud to announce the launch of “Cars for Classrooms,” a unique summer charitable campaign created to donate innovative toy cars to schools working with children and adolescents with autism. Automoblox, the retro-modern, mix-and-match car design system, has won major awards for crafting a toy that incorporates creative problem-solving, visual-spatial processing, and fine motor skill development into an ultra-cool play experience that appeals to kids of all ages and abilities.

With its “Cars for Classrooms” summer charitable campaign, Automoblox will donate one car to a school providing specialized educational services to children with autism for every car purchased at www.automoblox.com throughout the months of July and August 2009. At the completion of the campaign, a list of schools that received Automoblox donations will be posted on each partner’s website. School selection will be managed by May Institute and the National Autism Center.

“Automoblox has always challenged the widespread trend of distraction and disposability in today’s toy market by fusing healthy, old-school play benefits into a unique design system, with a cool factor that speaks to the current generation of kids,” says Joe Barrett, CEO of Automoblox

Company. “We were thrilled to discover the developmental benefits our toys offer to special needs populations, especially children with autism. But this discovery left us with the problem of how to get these toys into the schools, which is why we’ve partnered with May Institute and the National Autism Center.”

Mr. Barrett continues, “Especially in this economy, when school resources are being continually stretched, we’re really excited to collaborate with these two nationally recognized organizations and our customers to help our toys reach the populations that need them the most.” FedEx will be donating their shipping services to deliver the cars to the schools.

May Institute is a nonprofit organization that provides educational, rehabilitative, and behavioral healthcare services to individuals with autism spectrum disorders (ASD). The National Autism Center is a nonprofit organization dedicated to serving children and adolescents with autism spectrum disorders (ASD) by providing reliable information, promoting best practices, and offering comprehensive resources for families, practitioners, and communities.

According to Alan Harchik, Ph.D., BCBA, Senior Vice President of Educational Services for May Institute, “Social interactions, communication, and applying simple concepts to more complex problems are particularly challenging for children with autism. These toys offer us another context and additional opportunities to work on these important skills.”

“It is a thrill to partner with Automoblox,” says Susan M. Wilczynski, Ph.D., BCBA, Executive Director of the National Autism Center. “The company’s ingenuity and generosity will be so greatly appreciated by schools serving those with autism across the country.” Dr. Wilczynski continues, “We have a shared vision of providing schools with toys that will enhance and build on the educational experience for children with autism.”

The “Cars for Classrooms” campaign will run until August 31, 2009. To participate in the campaign, visit www.automoblox.com to purchase a car or truck. Customers participating in the campaign will enter the code “donation” at online checkout.

About May Institute

May Institute is a nonprofit organization that provides educational, rehabilitative, and behavioral healthcare services to individuals with autism spectrum disorders (ASD) and other developmental disabilities, brain injury, mental illness, and behavioral healthcare needs. Headquartered in Randolph, Mass., the Institute also provides training and consultation services to professionals and organizations.

Since its founding over 50 years ago, May Institute has evolved into an award-winning national network that serves over 25,000 individuals and their families annually. The organization operates four schools for children and adolescents with ASD and other developmental disabilities, and provides school consultation to over 200 public school systems each year. For more information, visit www.mayinstitute.org.

About National Autism Center

The National Autism Center is dedicated to serving children and adolescents with autism spectrum disorders (ASD) by providing reliable information, promoting best practices, and offering comprehensive resources for families, practitioners, and communities.

An advocate for evidence-based treatment approaches, the Center shares practical information with families on selecting effective interventions. The Center also conducts applied research as well as identifies training and service models for practitioners. Finally, the Center works to shape public policy concerning ASD and its treatment through the development and dissemination of national standards of practice.

For more information about the National Autism Center, call (877) 313-3833 or visit www.nationalautismcenter.org.

About Automoblox

Combining the simplicity of warm, traditional wooden pieces, colorful translucent roofs and bright rubber tires, Automoblox offers an innovative play system that inspires creative thinking and many hours of educational fun for kids, young and old. Visit Automoblox online at www.automoblox.com.