

Toy Ads: CARU cites Kick N Go



Image from:
http://www.gizmag.com/pictures/9465_13060821306.jpg

(Visual literacy: notice how the photographer has deliberately angled the camera and blurred the motion to communicate speed.)

See the toy ad in question

<http://www.youtube.com/watch?v=HWEJH0kGvyc>

See a behind-the-scenes making of the commercial

<http://www.youtube.com/watch?v=4Ftnn3JEcaM>

CARU press release <http://www.caru.org/news/2008/4937PR.pdf>

Website for the toy:

<http://www.pulsekickngo.com/Home.aspx>Original toy press

release:

<http://www.reuters.com/article/pressRelease/idUS120010+12-Feb-2008+PRN20080212>