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For more information, contact:

Suzanne Shoemaker

Ph: 818.332.7951

C: 661.993.9766

ss@clausfamilychristmas.com

The Mom's Choice Awards® Names *The Great Mrs. Claus* Among Best Products of 2009

The Mom's Choice Awards® has named the heart-warming children's book *The Great Mrs. Claus* among the best in family-friendly media, products and services of 2009.

The Mom's Choice Awards® (MCA) is an annual awards program that recognizes authors, inventors, companies, parents and others for their efforts in creating quality family-friendly media, products and services.

Parents, educators, librarians and retailers rely on MCA evaluations when selecting quality materials for children and families. The Mom's Choice Awards® seal helps families and educators navigate the vast array of products and services and make informed decisions.

An esteemed panel of judges includes education, media and other experts as well as parents, children, librarians, performing artists, producers, medical and business professionals, authors, scientists and others. A sampling of our panel members includes: Dr. Twila C. Liggett, ten-time Emmy-winner, professor and founder of PBS's *Reading Rainbow*; Julie Aigner-Clark, Creator of Baby Einstein and The Safe Side Project; Jodee Blanco, *New York Times* best-selling author, Priscilla Dunstan, creator of the Dunstan Baby Language; Patricia Rossi, host of NBC's *Manners Minute*; Dr. Letitia S. Wright, D.C., host of the *Wright Place™ TV Show*; Catherine Witcher, M.Ed., special needs expert and founder of Precision Education, Inc.; and Tara Paterson, Certified Parent Coach, founder of the Mom's Choice Awards.

MCA judges are bound by a strict code of ethics that ensures expert and objective analysis free from any manufacturer association. The evaluation process uses a propriety methodology in which entries are scored on a number of elements including production quality, design, educational value, entertainment value, originality, appeal and cost.

To be considered for an award, each entrant submits five identical samples of a product. Entries are matched to judges in the MCA database. Judges perform a thorough analysis and submit a detailed assessment. Results are compiled and submitted to the MCA Executive Committee for final approval. The end result is a list of the best in family-friendly media, products and services that parents and educators can feel confident in using.

For more information on the awards program and the honorees, visit [MomsChoiceAwards.com](http://www.momschoiceawards.com) (see <http://www.momschoiceawards.com/celebrate09.php#Claus>).

"A Mom's Choice Gold Award®. I'm thrilled! I can't think of a more appropriate organization to affirm the quality of *The Great Mrs. Claus* than mothers. Mrs. Claus would certainly approve!" enthused the book's author, Chris A. Shoemaker.

For more information on *The Great Mrs. Claus*, visit www.ClausDiaries.com.