

**FOR IMMEDIATE RELEASE:**

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**THE PLAYDATE BUSY BOOK NAMED AMONG THE BEST  
IN FAMILY-FRIENDLY PRODUCTS BY MOM'S CHOICE AWARDS®**

**MINNEAPOLIS (December 30, 2013)** – The Mom's Choice Awards® (MCA) has named *The Playdate Busy Book* (Paperback, \$9.95; Meadowbrook Press) by Lisa Hanson and Heather Kempksie a Gold Medal winner in the General Parenting book category. *The Playdate Busy Book* offers parents and daycare providers unique and simple ways to stimulate and entertain multiage children, from babies and toddlers to preschoolers and school-age kids. It is available in stores nationwide.

The MCA is an international awards program that recognizes authors, inventors, companies, parents and others for their efforts in creating quality family-friendly media, products and services.

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 the 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; and Catherine Witcher, M.Ed., special needs expert and founder of Precision Education, Inc.

MCA judges are bound by a strict code of ethics which 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://MomsChoiceAwards.com).

For more information on Meadowbrook Press, visit [MeadowbrookPress.com](http://MeadowbrookPress.com).

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