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**FOR IMMEDIATE RELEASE**

**“You’re Blushing, Little Octopus” Wins *Learning Magazine* Teacher’s Choice Award**

**Pacific Grove, CA (February 1, 2009)** – Our little octopus is blushing as we proudly announce that Block Publishing’s newest book and software set, *You’re Blushing, Little Octopus*, has won a Teacher’s Choice award from Learning magazine. The Learning magazine Teacher’s choice award is the only awards program that is exclusively judged by teachers in the classroom. Each product is evaluated on quality, instructional value, ease of use, and innovation.

“I’m thrilled that Learning magazine has again chosen one of our multimedia products for their award,” said Cheryl Block, author and publisher. “By combining books with software, I hope to offer children, teachers, and parents, the best of both worlds. I love books. Technology won’t replace books (you just can’t curl up with a computer), but it is a useful tool for learning that also engages kids. So it made sense to put them together. Winning this award lets me know we’re on the right track.”

In *You’re Blushing, Little Octopus*, written by Cheryl Block and illustrated by Gene Takeshita, a little octopus is teased by the other animals, but learns to appreciate her differences. “The story is adorable,” said one TCA reviewer. “Diversity is examined through the eyes of a little octopus as it changes color.” Children can learn more about the cast of coral reef characters from the CD-ROM included with the book.

Appropriate for grades K through 3, the CD-ROM teaches children about coral reef life through a series of narrated and interactive lessons, using photos and videos of real coral reef animals. Kids can watch an octopus change color and jet propel through the reef. The CD also includes a series of printable activities in reading, math and science that complement the story and interactive activities. Additional materials are offered for free on our website: [www.blockpub.com](http://www.blockpub.com).

Block Publishing, a woman-owned company located in Pacific Grove, CA, produces quality educational books and software, which focus on science and literature. Cheryl Block, an educator and learning therapist for 10 years and an author and editor of children’s educational books for 12 years, started Block Publishing in 2004 to produce the kinds of materials she wanted as a teacher.

*Block Publishing – building a foundation for learning one block at a time.*

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