



Block Publishing

Building a foundation for learning one block at a time

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SPIDERS, WHALES, AND OCTOPI, OH MY!

Block Publishing Wins Third iParenting Media Award

Pacific Grove, CA February 21, 2008 — Block Publishing is proud to announce that its newest Webs to Whales Tale, You're Blushing Little Octopus, has been chosen for a prestigious iParenting Media Awards Best Products of 2008. iParenting.com, an online community for parents and parents-to-be, is part of Disney Online's network of family-focused Web sites including Disney Family.com, FamilyFun.com and Wondertime.com. You're Blushing Little Octopus is our third title in the series to win an iParenting Media Award.

"It's an honor to receive such a prestigious award," stated author and publisher Cheryl Block. "We work hard to create an exemplary product for children, and it's nice to have our efforts validated with this kind of national recognition from iParenting Media Awards! For parents who may have concerns about computer use for their children, we offer a safe, fun and educational alternative to the Internet with our software."

"Thousands of new products are introduced each year, and the iParenting Media Awards have become a resource that identifies the best of the best products for families, providing parents with a trusted source of information and insight," said Alvin All, Director and General Manager of iParenting Media. "For more than a decade we've been recognizing great products and the 2008 award winners are no exception."

Award-winning products were selected based on their fun value, product quality, ease of use, play duration, educational nature and uniqueness, among other criteria. Hundreds of products were submitted for judging in 20 categories. Products were thoroughly reviewed and evaluated by a variety of sources including experts and families. Results were compiled and submitted to the iParenting Media Executive Committee for final approval.

"The story was inviting. I liked that it balanced education with providing a good moral lesson on diversity. Everyone serves a purpose. The software was an added bonus! My children loved playing the games. The older children easily read along with the lessons, while the younger ones could participate by having the facts read to them. Therefore, having the audio option with the software helped expand the target age group." iParenting Media Awards' Reviewer