



Block Publishing

Building a foundation for learning one block at a time

FOR IMMEDIATE RELEASE

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***True Blue Friend* Chosen as iParenting Media Outstanding Product!**

We are thrilled to announce that our *True Blue Friend* book with CD-ROM, the second title in the Webs to Whales Nature Tales series, received a prestigious Outstanding Product award from iParenting Media.com. this month.

"iParenting is celebrating its 10-year anniversary as a leader in providing parents with the best information. It is an honor and a responsibility to let them know which products resonated with our reviewers," says Alvin All, Chief Executive Officer of iParenting Media. "We evaluated wonderful items in our Outstanding Products Call for Entry, but only the ones that exceeded the high evaluation standards we set earned the iParenting Media Award."

To be considered for an award, each company submitted four identical samples of each product, which were then precisely matched within iParenting's database of hundreds of experienced reviewers using iParenting's state-of-the-art technology. An expert, a group setting with multiple users and a family reviewed the products and submitted a thorough evaluation of each item. Results were compiled and submitted to the iParenting Media Executive Committee for final approval. The end result of this comprehensive process is a list of award-winning products families can feel confident in purchasing for their loved ones. Comments from reviewers are shown below.

"The positive characteristics of this product are that it provides an opportunity for the child to have the visual stimuli with the auditory capabilities to enhance the learning experience. The story is also good in that it teaches a moral value to children about listening. Having all this combined increases the child's ability to learn. Also, the extras included on the CD-ROM are an asset."

iParenting Media Awards' Reviewer

"As a teacher I really appreciated the well thought out objectives to the book and CD program. These objectives are definitely met within the program. The CD really adds to the book, bringing in so much more information through text, pictures, sound, video and games."

iParenting Media Awards' Reviewer

"We all liked the core of the topics, the beautiful pictures and the wonderful illustrations. It definitely is a quality hardcover book. I also like having a safe pocket at the back to store the CD-ROM."

iParenting Media Awards' Reviewer