



Baxter's Corner Children's Books Earn Six Mom's Choice Awards

The Mom's Choice Awards Names Baxter's Corner Children's Books Among the Best in Family-Friendly Education Products

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Louisville, KY (September 6, 2018) – Baxter's Corner® is honored to announce that its collection of six children's books with matching products have earned the prestigious Gold Mom's Choice Award (MCA). Having been rigorously evaluated by a panel of MCA evaluators, the books have been deemed to be among the best educational products for families.

The five Baxter's Corner books to earn the Mom's Choice Award for 2018 are Ellema Sneezes, Oakley in Knots, Sideways Fred, What a Tree It Will Be!, and Ally Alone. The sixth book, Gerome Sticks His Neck Out, earned the Mom's Choice Award in 2017. Each book introduces animal characters, who are part of the Baxter's Corner community, and highlights a specific behavioral theme such as respect, anti-bullying, compassion, perseverance, and overcoming obstacles. The goal is to provide both young readers and the caregivers who read to the child, strong examples of how to best approach some of the struggles children face in today's world.

The MCA evaluation process uses a proprietary methodology in which entries are scored on several elements including production quality, design, educational value, entertainment value, originality, appeal and cost.

"We are thrilled to earn the Mom's Choice Awards Honoring Excellence Seal of Approval," said Baxter's Corner Chief Crayon (Illustrator) Mary Ellen Stottmann. "We know all of the great things the MCA does to connect consumers, educators, and caregivers with the best educational products and services available for families."

To be considered for an award, each entrant submits five identical samples for testing. Entries are matched to evaluators in the MCA database. Evaluators are bound by a strict code of ethics not only to ensure objectivity, but also to ensure that the evaluation is free from manufacturer influence.

"Our aim is to introduce families and educators to the best-in-class products and services," said Dawn Matheson, executive director of the Mom's Choice Awards. "We have a passion to help families grow emotionally, physically, and spiritually. Parents and Educators know that products bearing our seal of approval are high quality and a great value. The MCA evaluation program is designed to incorporate the expertise of scientists, physicians, and other specialists; but we also engage parents, children, educators, and caregivers because they are experts in knowing what is best for their families."

With the evaluation now complete, the testing samples of Baxter's Corner books will be donated to schools, libraries, hospitals and other nonprofit organizations.

About Baxter's Corner®

Baxter's Corner is a Louisville-based company whose mission is to use creativity and storytelling to affect behavior choices through open discussion between children and adults about values and ethical topics that challenge today's society, because Building Character is Child's Play. For more information, go to www.baxterscorner.com.

About the Mom's Choice Awards®

The Mom's Choice Awards® (MCA) evaluates products and services created for children, families and educators. The program is globally recognized for establishing the benchmark of excellence in family-friendly media, products and services. The organization is based in the United States and has reviewed thousands of entries from more than 55 countries. Around the world, parents, educators, retailers and members of the media look for the MCA mother-and-child Honoring Excellence seal of approval when selecting quality products and services for children and families. Learn more about the Mom's Choice Awards by visiting their website: www.MomsChoiceAwards.com.

Building Character is Child's Play™.

Attached:

Photos of each Baxter's Corner Book Cover with related products and MCA Honoring Excellence Seal of Approval

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