

The Mom's Choice Awards® Names So Smart! Baby's First Word Stories among Best in Family-Friendly Products

March 4, 2010; The Mom's Choice Awards® has named So Smart!'s Baby's First Word Stories series among the best in family-friendly media, products and services. The Mom's Choice Awards® (MCA) is an awards program that recognizes authors, inventors, companies, parents and others for their efforts in creating quality family-friendly media, products and services. Parents, educators, librarians and retailers rely on MCA evaluations when selecting quality materials for children and families. The Mom's Choice Awards® seal helps families and educators navigate the vast array of products and services and make informed decisions. 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 panel members includes: Dr. Twila C. Liggett, ten-time Emmy Award®-winner, professor and founder of PBS's *Reading Rainbow*; Jodee Blanco, *New York Times* best-selling author, and Priscilla Dunstan, creator of the Dunstan Baby Language. 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.

Baby's First Word Stories, for children 1-3, is an interactive experience that encourages parents to view the DVDs with their little ones. Gently paced, with smooth transitions, simple images and minimal camera effects, each DVD starts with words about objects, then builds sentences and stories around them. The easy-to-follow present tense narrative, combined with the repetition of simple "key" words, ensures that young viewers will be able to grasp basic language at a pace that is just right.

Featuring the animated characters Edward, Iggy, Dee Dee and Larry, the six 30-minute DVDs are "House," "Pets," "Outside," "Get Dressed," "We Go" and "Nighttime." Each Baby's First Word Stories DVD includes a bonus printable Activity Guide with eight pages of games and activities that caregivers and children can do together. The Activity Guide also includes viewing guidelines to give parents ideas for how they can interact with their child as they watch together. So Smart! also has a Baby's Beginnings DVD line for the younger set, and King Otis and the Kingdom of Goode DVD line for toddlers ages 3+.

For more information on the awards program and the honorees, visit www.MomsChoiceAwards.com. For free, printable activities and more information about So Smart!, visit www.SoSmart.com or find their fan page on Facebook under "So Smart Productions."