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FOR IMMEDIATE RELEASE

“You’re Blushing, Little Octopus” Wins Mom’s Choice Silver Award!

Pacific Grove, CA (February 26, 2009) –

Summary: Block Publishing’s third multimedia title wins national parents’ award.

Block Publishing has done it again as our newest book and software set, *You’re Blushing, Little Octopus* is a Mom’s Choice Silver Award Recipient in children’s picture books, multimedia experiences. The *Mom’s Choice* awards program is known as a benchmark of excellence in family-friendly products. Entries are reviewed by an esteemed panel of judges that includes experts in education and media, as well as parents, children, librarians, and authors. Entries are evaluated for production quality, design, educational value, originality, appeal and cost.

“What an honor to be chosen for this award,” said Cheryl Block, author and publisher. “By combining books with software, I hope to offer children, teachers, and parents a safe way to connect literature with technology. Winning this award lets me know we’re on the right track.”

In the story, *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. Children can learn more about the cast of marine animal characters and their coral reef home by exploring 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.

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.

For cover art or author head shot, please visit
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