



Block Publishing

Building a foundation for learning one block at a time

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The Rainbow Web wins an iParenting Media Award for Best Products 2006!

Block Publishing is proud to be an iParenting Media Award winner for its Rainbow Web CD-ROM. Our software was selected from thousands of products submitted for the 2006 Best Products. The iParenting Media Awards are sponsored by iParenting Media, which produces the award-winning iParenting.com network of web sites for parents, as well as *Family Energy* magazine. The awards program is the only internationally certified product evaluation system in the parenting awards industry. Products are reviewed by a team of outside reviewers, including both parents and educators.

The Rainbow Web is available as standalone software or as a book and CD set, with the CD-ROM included in a hardbound picture book. *The Rainbow Web* is the story of a little spider who dreams of spinning a colorful web. The interactive software teaches children the facts about real spiders and includes a narrated version of the book story. Through a series of narrated, interactive lessons using actual photos, kids compare the anatomy of a spider and a fly (Did you know spiders have as many as 8 eyes?); learn about different kinds of spider webs and spiders (Have you ever seen a red and yellow spider shaped like an arrow?); and practice mixing colors (How do you make green?). The CD also offers printable activities in reading, math, and science to accompany the lessons and bring the kids back to paper/pencil and hands-on learning.

About Block Publishing

Block Publishing is a small educational publisher focused on producing supplemental materials in the areas of science, literacy, and environmental education. Our motto: Building a foundation for learning one block at a time. Our goal: Building students' skills while encouraging an interest in and love for science. Science is one subject that involves all areas of learning: math, reading, social studies, critical thinking and problem solving, yet science is often overlooked in the curriculum. By combining literature and technology to teach science, we hope to engage kids' interest in learning more about each topic while making it easier for teachers and parents to include science in their children's education. Products can be ordered directly through our web site, our toll-free number, or by fax.