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The Mom's Choice Awards Names *The Memory Box* Among the Best in Family-Friendly Products

Minneapolis (February 1, 2018) – The Mom's Choice Awards® has named *The Memory Box: A Book About Grief* by Joanna Rowland as among the best in family-friendly media, products and services. The MCA 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.

"We are thrilled to earn the Mom's Choice Awards Honoring Excellence Seal of Approval," says Andrew DeYoung, managing editor for Beaming Books. "We know all the great things the MCA does to connect consumers, educators, and caregivers with the best products and services available for families. We are particularly proud to earn this award for *The Memory Box*, a heartfelt and comforting story that will help children and adults talk about the difficult topics of grief and loss together."

To be considered for an award, each entrant submits five (5) 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. The five evaluations are submitted to the MCA Executive Committee for final review and approval.

"Our aim to introduce families and educators to best-in-class products and services," explains 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 and services bearing our seal of approval are high-quality and also 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 *The Memory Box* will be donated to schools, libraries, hospitals and nonprofit organizations.

About Beaming Books

Beaming Books publishes high-quality children's books that help kids thrive emotionally, socially, and spiritually. With topics ranging from self-esteem to kindness, ethics, and faith, our books are designed to spark the imagination and equip kids and families to live full and flourishing lives, together. More details about the award-winning books for children and Beaming Books can be found at www.beamingbooks.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.

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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.

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