

FOR IMMEDIATE RELEASE

Sylvan Dell Publishing's *Little Skink's Tail* Wins Three Mom's Choice Awards, including Top Honors!

MT. PLEASANT, S.C. (February 11, 2009) – What’s better than winning two awards? Winning three awards. Just ask children’s picture book author Janet Halfmann, whose 2007 release *Little Skink’s Tail* picked up new honors in January to kick off the year—the Mom’s Choice Award for Best Children’s Book (of three) for 2009, Gold Recipient-Animal Kingdom, and Gold Recipient-Educators’ Choice.

The Mom’s Choice Awards (MCA) is an annual 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.

“I feel extremely honored that *Little Skink’s Tail* was chosen as one of the three Best Children's Books of 2009, plus winning Gold awards in two categories,” said Janet. “I loved writing Little Skink's story, and I am so happy that kids and adults are falling in love with her, too. While I wrote the story mostly for fun, I'm proud that it encourages children to be comfortable with themselves as they are—a message that is making *Little Skink’s Tail* very popular for teaching character education.”

Little Skink’s Tail (Sylvan Dell Publishing, 2007) already won *Learning Magazine’s* 2009 Teachers’ Choice Award. It swept the competition at the 2008 Florida Publishers Association Conference, not only winning Best Children’s Picture Book but also Best Overall Book Award for 2008. It is the story of a tiny lizard that is attacked by a crow while searching for breakfast. Luckily, the skink snaps off her tail, and it keeps on wiggling! Readers will enjoy pretending to try on other animals’ tails with Little Skink. This book encourages children to be comfortable with themselves as they are and with their own individuality. The most recent review of the picture book quipped, “What can I say? I'm in love!!! *Little Skink’s Tail* is, by far, one of the cutest books of all time.”

Janet’s upcoming appearances include:

- February 24, 10:00AM, Barnes and Noble, Glendale, WI, Signing
- March 6, 10:00AM, Barnes and Noble, El Cerrito, CA, Story time and signing
- March 22, 3:00PM-5:00PM, Wisconsin Educational Media & Technology Conference, Monona Terrace Convention Center, Madison, WI, Signing and Presentation
- April 18, 9:00AM-2:30PM, Fox Cities Book Festival, City Center Plaza, Appleton, WI, Signing

Sylvan Dell picture books with science, math and nature themes excite children’s imaginations through fun stories, vibrant artwork and a 3-5 page “For Creative Minds” educational section in the back of each book. But that is just the start...what really makes the books unique is their tremendous amount of free, online educational material available for cross-curricular learning, including: 30-40 page Teaching Activities, Interactive Reading and Math Quizzes, and much more.

There are over 55 authors and illustrators on the Sylvan Dell team and their 40 titles have been honored as nominees, finalists, or winners of more than 70 book awards. Sylvan Dell eBooks, available in English and Spanish, are wonderful for use with in-classroom projection or interactive whiteboards (Smartboards) and are ideal for Spanish language classes and ESL students at all grade levels.

For more information about *Little Skink’s Tail* or Sylvan Dell Publishing in general, visit the Sylvan Dell Publishing website, www.SylvanDellPublishing.com. For additional inquiries, contact Sara Dobie, Public Relations, at 877-958-2600 or SaraDobie@SylvanDellPublishing.com.

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