

Budding Family



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FOR IMMEDIATE RELEASE

SIBLING JOURNALS WIN 2004 iPARENTING MEDIA AWARD

(May 4, 2004) Illinois-based iParenting Media, the leading producer of quality parenting content in magazines, newspaper, radio and Internet, names Look who's going to be a Big Sister by California author Renee Raab Whitcombe a celebrated winner of the 2004 Hottest Product Awards. (Budding Family Publishing, 2004. \$24.95)

The easy-to-personalize albums (there is a Big Brother version) prepare and reassure children ages 2-6 about the changes that are just around the corner. This 24-page **interactive photo keepsake** addresses a young child's excitement, anticipation, anxiety and limited understanding of what it really means to become a Big Sister or Big Brother. Introduced during mom's pregnancy, the proud star has extra confidence to embrace his/her new role in the family.

Manufacturers of children's media and juvenile products submitted thousands of items for consideration. "The award-winning products truly are the best of the best in the industry," says Alvin All, chief executive officer of iParenting Media. "Our team believes that these items stand out from the crowd and demonstrate excellence in their product categories."

iParenting Media's evaluation includes three outside review sites for each product: a licensed childcare facility/school, a product expert and a parent. A final review by the iParenting Media Awards Executive Committee ensures an objective and credible process.

Whitcombe remarked, "I am thrilled these transition journals were recognized so quickly after being released. The feedback has been fantastic!"

For more information, contact Renee Raab Whitcombe at renee@buddingfamily.com or visit www.buddingfamily.com.