

FOR IMMEDIATE RELEASE

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Educational Publishing Awards Set Industry Benchmarks for Learning Materials on "No Child Left Behind."

WASHINGTON, DC- But for parents and teachers already struggling to engage children in learning, finding ways to bolster education in the home and classroom can be a difficult task. With so many videos, publications, and products, educators need something to indicate quality and value. The Distinguished Achievement Awards for Excellence in Educational Publishing, sponsored by the Association of Educational Publishers (AEP), help schools and families make that decision.

The winners of the 40th annual Distinguished Achievement Awards (DAA), crowned Wednesday, June 4 in Washington, D.C., at the National Press Club, exemplify the best in supplemental educational publishing. From e-zines for teachers to how-to articles for children and young adults, the award recipients have set the industry standards to which other companies aspire. By winning a DAA, they have earned the right to wear the "Lamp of Learning" logo.

"In this time of changing standards and curricula, supplemental educational publishers give parents and teachers options," said Robert W. Harper, president of Robert Harper and Associates LLC, and AEP board president. "Displaying the winner's seal from AEP's Distinguished Achievement Awards signals that this product is an outstanding learning tool for the home or classroom."

All entries, received from companies and organizations nationwide, first go through a rigorous screening process. From these entries the final judging panel may pick up to four finalists per category, but may choose less if warranted. Judging panels are drawn from a national pool of writing, publishing, and design experts in print and technology; education editors; educators; and curriculum experts.

Featuring consistent overall editorial design and quality with content that holds the audience's attention, the most outstanding pieces receive the Golden Lamp Award. The four category winners this year are: Books -- "Young Adult Literature in the Classroom: Reading It, Teaching It, Loving It" from The International Reading Association; Instructional Materials -- "Shutterbug Books: Guided Reading in the Content Areas" from Steck-Vaughn; Periodicals -- "Nick Jr. Family Magazine" from Nickelodeon Magazine; and Technology -- "www.VirtualJobShadow.com" from Career Corner TV, Corporation.

"Our judges ignore name brands and past successes when evaluating entries," stressed Charlene Gaynor, executive director of AEP. "They look at the mission of the product, its

content, usability, and educational value -- they also look for that extra spark that says, 'yes, this makes kids and teachers want to learn.'" In addition to the prestigious Golden Lamps, awards are given in several categories according to medium and audience.

Go to <http://www.edpress.org/awards/winners.htm> for a complete list of winners.

About the Association of Educational Publishers

Since 1895, AEP educational publishers resources needed to thrive in today's changing education and publishing environment by tracking education, legislative, and industry information and trends; creating networking opportunities; and fostering excellence in educational publishing through professional development and recognition programs.
