



**MOM'S
CHOICE AWARDS®**

Honoring excellence in
family-friendly
media, products and services.

Honoree Checklist For Success

Welcome to the MCA family! The following checklist has been developed to help you make the most of your status as a Distinguished MCA Honoree.

- Add our domain name (MomsChoiceAwards.com) to your email address book to ensure receipt of offers, announcements and updates.
- Be sure your marketing/publicity associates are signed up to get notifications of special offers reserved exclusively for MCA Honorees. Sign up online—copy and paste the link below into your browser:
<http://momschoiceawards.us1.list-manage.com/subscribe?u=cc0f162fdbf472659a77af65c&id=15744419bc>
- Study the MCA Alumni Page (see www.MomsChoiceAwards.com >>> Community >>> Alumni).
 - Read the MCA-approved statements for promoting your award-winning product.
 - Learn about using the MCA Honoring Excellence logo.
 - Review the special marketing/promotional offers reserved exclusively for MCA Alumni.
- Order the MCA Tier 1 License and Image Pack for Marketing & Promotional (\$25 – only one per company required) from the MCA Alumni Webstore (see www.MomsChoiceAwards.com/astore).
Note: you can also get to the Webstore from the Alumni Page (see www.MomsChoiceAwards.com >>> Community >>> Alumni >>> Webstore).
- Order extra award certificates and seals if needed (see www.MomsChoiceAwards.com/astore).
- Save the Alumni Page link in your favorites folder on your browser. Visit it often to keep updated on special offers (see www.MomsChoiceAwards.com >>> Community >>> Alumni).
- Update your book/product image to include the MCA Honoring Excellence seal. If you need assistance, let us know. We offer affordable, professional graphic design services for our Alumni.
- Update your website, blog, media kit and marketing collateral to include news about your award and post the MCA Honoring Excellence seal or one of the Distinguished Honoree web banners in the Image Pack.
- Update your product page on Amazon.com, the Barnes & Noble website and other online retailers.
Note: there are special instructions for updating your Amazon Advantage account on the Alumni Page (see www.MomsChoiceAwards.com >>> Community >>> Alumni).
- Update your email signature block to include mention of your award and the MCA Honoring Excellence seal.



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- Email Terry Doherty, MCA Director of New Media, to schedule an “In The Spotlight” blog feature: tdoherty@momschoiceawards.com. See our blog at <http://moms-choice-awards.blogspot.com/>.
- Join our social networking groups (copy and paste these links in your browser):
 - MCA Blog: <http://moms-choice-awards.blogspot.com/>
 - Facebook: <http://www.facebook.com/pages/Virginia-Beach-VA/Moms-Choice-Awards/235649702793?ref=ts>
 - Twitter: <http://twitter.com/momschoiceaward>
 - LinkedIn: <http://www.linkedin.com/companies/mom's-choice-awards>
- Send a Tweet on Twitter, post news on your Facebook, LinkedIn and other social networking profiles/pages.
- Send notice of your award to your customers, wholesalers, distributors and media contacts. See the sample Media Release on the next page.
- Email us any suggestions you have for improving the awards program. Send your email to help@momschoiceawards.com.
- If you enjoyed your MCA experience, please:
 - Email us a testimonial to help@momschoiceawards.com
 - Refer your peers to the Mom's Choice Awards® program
 - Consider applying to join our panel of judges to evaluate future rounds. To learn more, visit www.MomsChoiceAwards.com >>> Community >>> Judges.

For Indie Pubs, Self-Publishers and Self-Promoting Authors and Artists:

- Study the MCA Alumni Page (see www.MomsChoiceAwards.com >>> Community >>> Alumni). Click “Special Resources for Indie Pubs, Self-Publishers and Self-Promoting Authors and Artists” to learn how to expand distribution, get additional exposure for your book/product, get reviewed by *Midwest Book Review* and using your award to boost sales.

Contacting Us:

Questions regarding licensing and marketing programs:
Mom's Choice Awards Alumni Support Team
757.410.9409 X712
help@momschoiceawards.com

Questions concerning webstore orders:
Mom's Choice Awards Customer Support Team
757.410.9409 – Option 3
orders@momschoiceawards.com



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Sample Media Release

For Immediate Release: <<< Date Here >>>

For more information, contact: <<< Your Contact Info Here >>>

**The Mom's Choice Awards® Names <<< Your Product Here >>>
Among Best In Family-Friendly Products (or Services)**

The Mom's Choice Awards® has named <<< your product here >>> among the best in family-friendly media, products and services.

The Mom's Choice Awards® (MCA) is an 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.

An esteemed panel of judges includes education, media and other experts as well as parents, children, librarians, performing artists, producers, medical and business professionals, authors, scientists and others. A sampling of our panel members includes: Dr. Twila C. Liggett, ten-time Emmy-winner, professor and founder of PBS's *Reading Rainbow*; Julie Aigner-Clark, Creator of Baby Einstein and The Safe Side Project; Jodee Blanco, *New York Times* best-selling author, Priscilla Dunstan, creator of the Dunstan Baby Language; Patricia Rossi, host of NBC's *Manners Minute*; Dr. Letitia S. Wright, D.C., host of the *Wright Place™ TV Show*; and Catherine Witcher, M.Ed., special needs expert and founder of Precision Education, Inc.

MCA judges are bound by a strict code of ethics which ensures expert and objective analysis free from any manufacturer association. The 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.

To be considered for an award, each entrant submits five identical samples of a product. Entries are matched to judges in the MCA database. Judges perform a thorough analysis and submit a detailed assessment. Results are compiled and submitted to the MCA Executive Committee for final approval. The end result is a list of the best in family-friendly media, products and services that parents and educators can feel confident in using.

For more information on the awards program and the honorees, visit MomsChoiceAwards.com

For more information on <<< your company info here >>>, visit <<< your website here >>>.