



**MOM'S
CHOICE AWARDS®**

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

Media Release

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The Mom's Choice Awards Names "Backyard Critters & Creatures" by author and photographer Cheryl Johnson Among the Best in Family-Friendly Products

Summary: Cheryl Johnson is honored to announce that her children's book, "Backyard Critters & Creatures", has earned the prestigious Gold Seal Mom's Choice Award®. Having been rigorously evaluated by a panel of MCA evaluators, "Backyard Critters & Creatures" is deemed to be among the best books for children and families.

Full Release:

Victoria, Texas. The Mom's Choice Awards® has named "Backyard Critters & Creatures" by author and photographer Cheryl Johnson as among the best in family-friendly books. 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.

"I am thrilled to earn the Mom's Choice Awards Honoring Excellence Seal of Approval," says Cheryl. "I know all the great things the MCA does to connect consumers, educators, and caregivers with the best products and services available for families."

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 "Backyard Critters & Creatures" will be donated to schools, libraries, hospitals and nonprofit organizations.

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About Chery Johnson

Cheryl Johnson has developed quite a following as a wildlife photographer working under the pseudonym "Backyard Bird Nerd." Her award-winning photos have been featured in magazines, websites, and art galleries. As the owner of an advertising agency, writing has always been a part of her life and career and delving into the world of children's literature has been an exciting and challenging adventure. Pairing these books with her love of photography has proven to be the perfect outlet for her passions and talents. Cheryl has written and published 8 children's books designed to introduce children to the wonder of nature in addition to reinforcing the concepts taught in elementary school science curriculum. Her books have sold tens of thousands of copies nationwide with great reviews from kids and parents alike. When not prowling around in nature looking for something to "fly" by her lens, she lives in South Texas with her husband, two daughters, and dog.

Cheryl's website at cheryljohnsonauthor.com contains additional information about her photography children's books.

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.

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.

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Learn more about the Mom's Choice Awards by visiting their website: www.MomsChoiceAwards.com.