

The Esteemed Mom's Choice Awards(R) Names the Future Business Leaders' Series(TM) Among The Best In Family-Friendly Products for Juvenile Level 2 Books.

Message of Teaching Kids Business and Entrepreneurship is Positively Received by The Esteemed Mom's Choice Awards(R) Judges.

February 4, 2010 (FPRC) -- The Mom's Choice Awards® gives the Future Business Leaders' Series™: Tyler And His Solve-A-Matic Machine and Tyler Passes The Golden Key Gold Status, placing it within the best in family-friendly media, products and services for Juvenile Level 2 Books (Ages 9-12).

"Bouani brilliantly takes a potentially dry subject as entrepreneurship and communicates its basic principles in a fun and entertaining way. As the founder of the Network for Teaching Entrepreneurship and one of the leading experts on youth entrepreneurship education, I know how complicated this subject can be for children. Unlike many financial or business books written for children, this one approaches kids at their level with an engaging story and plenty of mystery & suspense. She actually gets kids excited about becoming entrepreneurs themselves, and that's an amazing accomplishment. In addition, it is a wonderful introduction to free-market capitalism. It should be a part of American school curricula and every family's library, because it sets the basic foundation that every kid needs to build a successful future." Steve Mariotti, Founder of the Network for Teaching Entrepreneurship (NFTE)

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 <http://www.dunstanbaby.com/>; 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.

For more information on the awards program and the honorees, visit <http://www.momschoiceawards.com/celebrate09.php#JUV2>

For more information on Bouje Publishing, visit <http://www.boujepublishing.com>

About the Author: Jennifer Bouani is the author of the #1 Amazon Kindle Bestseller and Disney's iParenting Media Award Winning Book Tyler and His Solve-a-matic Machine and the Future Business Leaders' Series™. She mentors parents, educators, community leaders on how to empower and prepare kids for tomorrow's world by teaching them how to think creatively, explore products and services around them, set realistic goals, and overcome obstacles -- the keys to turning what they love to do into business ideas and realizing their dreams. Her books have also won the New England Book Festival as well as received Honorable Mention in the London Festival of Books. To join her Facebook page visit <http://bit.ly/dulluN>.

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