



Creative Teaching Press™
Your Partner in the Classroom® Since 1965

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**CREATIVE TEACHING PRESS TAKES HOME TWO MOM'S CHOICE AWARDS FOR EXCELLENCE
IN AFFORDABLE PARENT-MARKET PRODUCTS**

HUNTINGTON BEACH, Calif., October 24, 2011— [Creative Teaching Press™](#), a family-owned supplemental educational publisher announces today that its [Learn to Read Kids Club Basic Set](#) and [Happy Birthday Cootie Catchers](#) have each been honored with a prestigious 2011 [Mom's Choice Award](#). This is the third award for a Learn to Read Kids Club product since its launch in 2010, and the second award for CTP's newly released cootie catchers line.

"For over 40 years, Creative Teaching Press has been committed to providing materials that are teacher tested, kid approved, and *now* parent preferred," said Brandi West, Creative Teaching Press Marketing Manager. "We are thrilled to receive praise and recognition in the parent market for affordable products that bridge the gap between home and school," West said.

Designed as an affordable and fun way to celebrate a special occasion, Happy Birthday Cootie Catchers have quickly become a top-selling Creative Teaching Press item for teachers and parents. These classic origami favorites are great birthday party or classroom giveaways for children of all ages. CTP's cootie catchers come creased, ready to be folded, and include folding and playing instructions. Each pack includes 30 pieces for just \$6.99 at www.creativeteaching.com.

The Learn to Read Kids Club Basic Set was designed by teachers and literacy experts expressly for children ages 4-8 who are either just beginning their reading journey or struggling to gain literacy skills. The set contains 4 storybooks, 1 workbook, and a parent guide with useful tips on how to maximize the young reader's learning experience, making it easy for parents to get involved in their child's reading success. The Learn to Read Kids Club Basic Set can be purchased for \$16.99 at www.learnreadkidsclub.com.

Since 2005, the [Mom's Choice Awards](#) program has promoted companies and individuals who create family-friendly products and media. The organization reaches and engages parents, children, educators, and caregivers alike as producers, evaluators, and consumers. Mom's Choice believes that "parents never waiver in their desire to find 'the best' for their children, regardless of the economy."

About Creative Teaching Press

[Creative Teaching Press™](#) is a family-owned supplemental educational publisher of resources for grades PreK–8. A recognized leader in the industry, Creative Teaching Press offers a wide variety of learning décor, parent resources, and research-based products that deliver standards-driven content, including phonics, reading, writing, math, science, and social studies. Creative Teaching Press celebrates more than four decades of providing parents and teachers with high-quality, content-rich solutions. Affiliated brands include The Learning Works™ and Youngheart Music®. For more information about Creative Teaching Press, visit www.creativeteaching.com.

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