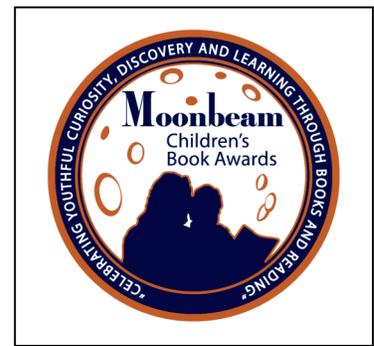


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***The Great Mrs. Claus* wins Bronze from the 2009 Moonbeam Children's Book Awards**

September 24, 2009 – Burbank, CA

*The Great Mrs. Claus*, written by author Chris A. Shoemaker, won the Bronze Moonbeam Children's Book Award in the Holiday category from the organization's 3<sup>rd</sup> annual competition headquartered in Traverse City, MI.

Described as "magical realism" by the book's author, *The Great Mrs. Claus* is told by Sparky, Santa's senior elf, and his favorite nephew and niece, Rattle and Klee-Klee. Their surprising bedtime demonstration prompts their doting Uncle Sparky to share a seldom-told poem. It details how Santa first met Mrs. Claus and fell (literally!) in love with her.

Judges chose gold, silver and bronze medalists in 36 categories, covering the full range of children's book genres from picture books to poetry; holiday to health issues. The awards attracted nearly a thousand entries from throughout North America and the English-speaking world. Medals will go to authors, illustrators and publishers from 32 U.S. states, 4 Canadian provinces, and 7 countries overseas.

From his Burbank offices, winning author Chris Shoemaker said, "Getting a nod of critical approval from an international children's book competition is so encouraging. Nothing could please me more than if this story connects with kids. I couldn't be happier, and I hope I've done Mrs. Claus proud!"

Says Moonbeam Children's Book Awards Director Mr. Jim Barnes, "This year's Award winners confirm that books can change children's lives. The Moonbeam Children's Book Awards are intended to bring increased recognition to exemplary children's books and their creators, and to support childhood literacy and life-long reading. The Awards recognize and reward the best of these books and bring them to the attention of parents, booksellers, librarians – and to children themselves."

In May 2009, *The Great Mrs. Claus* won the prestigious Silver Medal Award in the Gift/Holiday/Specialty book category at the 13<sup>th</sup> annual Independent Publisher Book Awards in New York City. "It's always wonderful to have anyone compliment your work," enthused Mr. Shoemaker. "I'm a true independent, so receiving the IPPY award for *The Great Mrs. Claus* was a great surprise and thrill. It inspires our entire team to always strive for excellence."

In 2005, Mr. Shoemaker received the Gold Award for Editorial Excellence from Parenting Publications of America for his regular column *Her Family/His* co-written with Suzanne Shoemaker. His column appears in the Los Angeles Family Magazine and other Family Magazine Group sister publications in the greater Southern California region.

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*The Great Mrs. Claus*, the premiere product of The Claus Diaries, a new holiday brand, is the first of a series of holiday books and specialty gift items that feature the unique stories from the North Pole. The next book (title TBA) has an anticipated Pub. Date of February 2011.

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