



The Mom's Choice Awards Names *The Tale of the Disappearing Tail: Ted's Dream Come True* Among the Best in Family-Friendly Products

Summary: *The Tale of the Disappearing Tail: Ted's Dream Come True* has earned the prestigious Mom's Choice Award®. Having been rigorously evaluated by a panel of MCA evaluators, this product is deemed to be among the best for families.

The Mom's Choice Awards® has named *The Tale of the Disappearing Tail: Ted's Dream Come True* as one of the best in family-friendly media, products, and services. The MCA evaluation process uses a proprietary methodology in which entries are scored on a number of elements, including production quality, design, educational value, entertainment value, originality, appeal, and cost.

"We are thrilled to earn the Mom's Choice Awards Honoring Excellence Seal of Approval," says Tricia Wight-Bry Jordan, author of the book. "We 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 three 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 is to introduce families and educators to best-in-class products and services," explains Dawn Matheson, CEO 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 excellence 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 *The Tale of the Disappearing Tail: Ted's Dream Come True* will be donated to schools, libraries, hospitals, and nonprofit organizations.

About the Author

Tricia Jordan penned *The Tale of the Disappearing Tail* 25 years ago for her young boys. Now, she shares her inspiring message of resilience and determination with the world. Tricia brings her background as an art teacher and her passion for storytelling to life in this debut book.

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 60 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.

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