



EINSTEIN ANDERSON: SCIENCE GEEK wins Mom's Choice® GOLD

Seymour Simon's EINSTEIN ANDERSON: SCIENCE GEEK mysteries have won top GOLD Honors from the Mom's Choice Awards®.

GREAT NECK, NY, USA, September 3, 2013 /EINPresswire.com/ -- The first two books in Seymour Simon's new series for young readers, [EINSTEIN ANDERSON: SCIENCE GEEK](#), have received top Gold honors from the Mom's Choice Awards®, recognizing them as among the best in family-friendly media, products and services.

These engaging chapter books for kids 8- to 11-years old feature 12-year-old Adam "Einstein" Anderson and his best friend Paloma Fuentes, who use their science knowledge and smart sleuthing to unravel tricky puzzles and solve mysteries. Once they've finished reading each mystery, readers can try out real life science experiments and projects related to the story, so they can become Science Geeks, too!

This exciting new series from award-winning children's publisher [StarWalk Kids Media](#) is sure to delight young readers and their teachers, as well. The 'fiction-plus-nonfiction' format was created with the new Common Core State Standards in mind, providing a natural, comfortable way to explore science topics from both fictional and informational perspectives.

Each book in the series includes five short science mysteries, and readers can download a free printout of each science experiment by clicking on the "Kids/Free Stuff" section of the author's website, SeymourSimon.com. Prospective readers can also sample a free chapter online at: <http://bit.ly/einsteinanderson>

All Einstein Anderson books are available as both paperbacks and eBooks. The eBooks are also included in the StarWalk Kids Media streaming collection for schools and libraries.

ABOUT THE AUTHOR: Seymour Simon has been called "the dean of the [children's science book] field" by The New York Times. He has written more than 270 books for young readers and has received the American Association for the Advancement of Science's/Subaru Lifetime Achievement Award for his lasting contribution to children's science literature. Visit him online at his Webby Honoree website, www.SeymourSimon.com, or follow his prolific tweets on Twitter: @seymoursimon

ABOUT StarWalk Kids Media: StarWalk Kids Media publishes engaging eBooks for children. Our collection includes many well-known authors and illustrators, and provides children, librarians, and educators with a tightly curated collection of high-quality fiction and nonfiction titles supporting the Common Core. Our reader software works on virtually any device, allowing multiple simultaneous access for students at an affordable price. The StarWalk Kids platform and seven of the company's original books were awarded QED Seals (Quality. Excellence. Design.) at the Publishing Innovation Awards in January 2013 — the "Good Housekeeping Seal of Approval™" for eBooks.

Website: www.StarWalkKids.com

Twitter: @StarWalkKids

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ABOUT The Mom's Choice Awards®: The Mom's Choice Awards® (MCA) is an international 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 look for the Mom's Choice Awards Honoring Excellence seal of approval when selecting quality materials for children and families.

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 the 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 Dunstan Baby Language; 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 that 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. The end result is a list of the best in family-friendly media, products and services that parents and educators can feel confident in using. For more information on the awards program and the honorees, visit MomsChoiceAwards.com.

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