



P R E S S R E L E A S E

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***Kahani* Wins Coveted Parents' Choice Award**

Newton, MA – *Kahani*, a South Asian literary magazine for children, announced today that it has won a 2007 Parents' Choice Approved Award. The award was given by the Parents' Choice Foundation, the nation's oldest and most respected nonprofit authority on children's media.

"It really makes us proud to see what we have achieved together with our community of writers, illustrators, and board members," said Monika Jain, editor and founder. "*Kahani* is headquartered in my attic! And now it's in the same winning category with such established publications."

Kahani, which means story in Hindi, won the Approved commendation in the magazine category. Other winners in the same category include *Sesame Street Magazine* and *American Girl*.

Claire S. Green, president of the Foundation said, "The Parents' Choice Awards program received many strong entries this season. *Kahani* is among the small percentage selected to receive a Parents' Choice Award."

The Parents' Choice Foundation has been reviewing children's media products like books, television programs, and toys since 1978. Thousands of products are submitted every year, but only about 15% are picked by the Foundation for one of its six award levels.

Kahani is an ad-free, literary publication with a mission to empower, educate, and entertain children of South Asian descent. Every issue contains original short stories, nonfiction articles, and interactive activities, complemented with vibrant illustrations. The writers and illustrators are a mix of published as well as upcoming talent.

While focused on the experiences of South Asian children being raised in North America, "...this literary magazine reflects unique life experiences from which each of us can learn," said the Foundation.

Sunitha Das, *Kahani's* business director, said this award will go a long way in further establishing the magazine's credentials. "Parents everywhere seek products that have the Parents' Choice seal of approval."

"That's how they know if something is worth buying or not," Das said. "Seeing the seal on *Kahani* now makes it a slam-dunk decision for every family to subscribe to the magazine!"

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About the Parents' Choice Foundation: Established in 1978, the nonprofit Parents' Choice Foundation is considered the eminent authority on children's media and toys. Its mission is to help parents and caregivers identify products that help children grow imaginatively, physically, morally, and mentally. The Foundation's judging panels are comprised of educators, scientists, performing artists, librarians, parents, and even children. The Awards program is the oldest in the country created to recognize quality children's media.

About *Kahani*: Published four times a year, *Kahani* is an ad-free children's literary magazine that features a vibrant mix of original short stories, nonfiction articles, biography series, interactive activities, comics, and book reviews. It reflects the unique life experiences of children of South Asian descent in a way that mainstream literature does not. The editorial mission at *Kahani* is simple: empower, educate, and entertain. The published material is exclusive to *Kahani* and has been written and illustrated by South Asian professionals.

Kahani won a Distinguished Achievement Award from the Association of Educational Publishers last year and is also the recipient of the 2006 Multicultural Children's Periodical Award from the National Association for Multicultural Education.

For more information, contact:

Sunitha Das

Business Director

sunitha.das@kahani.com