



PRESS RELEASE

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Second Year in a Row, *Kahani* Bags Coveted Parents' Choice Award

Newton, MA – *Kahani*, a South Asian literary magazine for children, announced today that it has won a 2008 Parents' Choice Approved Award, its second such award from the nation's oldest and most respected authority on children's media products.

Thousands of books, television programs, magazines, and toys are submitted for contention every year. "*Kahani* is among the small percentage selected to receive a Parents' Choice Award," said Claire S. Green, president of the Parents' Choice Foundation.

The nonprofit has been reviewing children's media products since 1978. Only 20% of the submissions get the seal of approval.

"The fact that this is our second Parents' Choice Award is huge," said Monika Jain, editor. "There is always the novelty factor with *Kahani* because there is no other magazine like it out there," she said. "But winning two years in a row: that means the Foundation subjects *Kahani* to the same strict criteria as all mainstream magazines."

"It's solid recognition of *Kahani's* quality and content," Jain added. It won alongside *National Geographic Kids* and *Sports Illustrated Kids*.

Kahani, which means story in Hindi, is a children's literary magazine illuminating the richness and diversity that South Asian cultures bring to North America. Published four times a year, it is full of short stories, art, activities, and fun facts. Unlike most magazines, *Kahani* does not publish any advertising and uses a subscription-based model. Subscribers include schools, libraries, and families—some as far away as Bermuda. The magazine's online home can be found at www.kahani.com.

"The magazine showcases the work of South Asian writers and illustrators from around the world," said *Kahani* Art Director Kavita Ramchandran. "This award is a validation of their talent as well," she added.

Creative Director Sonia Chopra said that "running a magazine without ad money is not easy."

"That's why our content has to really reach out to readers," she added. "This award means we've succeeded."



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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*: *Kahani* illuminates the richness and diversity that South Asian cultures bring to North America. Published four times a year, it is ad-free and features a vibrant mix of original short stories, nonfiction articles, biography series, interactive activities, and book reviews. Subscribers include schools, libraries, and families from around the world. 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. Check out www.kahani.com.

Kahani garnered its first Parents' Choice Award last year and in 2006, also won a Distinguished Achievement Award from the Association of Educational Publishers and the Multicultural Children's Periodical Award from the National Association for Multicultural Education.

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