



PRESS RELEASE

March 10, 2010

For Immediate Release

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Washington Parent Wins 7 Awards

Bethesda, Maryland—*Washington Parent* magazine was the recipient of seven (7) awards at the Parenting Publications of America (PPA) 2009 Editorial and Design Awards Banquet, held at the end of its three-day annual convention in Charlotte, NC on March 6, 2010. PPA is a nonprofit national organization representing more than 120 parenting magazines in the United States, Canada and Australia.

According to *Washington Parent's* editor, Margaret Hut, "Our readers are highly educated, active, involved and busy, and they expect timely, accurate and professional information. Our editorial and beautifully designed publication is the reason why we have been publishing for 27 years...we care about our audience, and it shows on every page of our monthly publication in print and online. We are very proud of our 2009 PPA awards."

The following award categories were all for publications with a circulation of 55,000 or more and are listed on the PPA website: www.parentingpublications.org.

Design Front Cover/Glossy: Stock Photo Silver: *Washington Parent*; "What's Your Name?"

Jane MacNealy, designer

Engaging photograph of inquisitive child, surrounded by type in complementary colors create an attractive cover that reinforces the content.

Design Front Cover/Glossy: Stock Illustration Gold: *Washington Parent*; Jane McNealy, cover design

The bright reds and oranges contrast nicely with the pale blue and green to make the child soccer player stand out and attract attention. The child's facial expression also helps draw the reader in. Colors used for the typography blend harmoniously with the illustration.

Column: Publisher's/Editor's Notes Bronze: *Washington Parent*; Deborah Benke, publisher and Margaret Hut, editor

A column that uses the writer's voice to engage readers on tough subjects with a fine use of research to inform the subject. A nice mix of personal and informational research underlies these columns.

Column: Child Development & Parenting Issues Silver: *Washington Parent*; "Ages and Stages," March and October; Emory Luce Baldwin and Wendi Lubic, writers

Authoritative writing and sourcing. Well-chosen examples make important points. Good reading for both parents, prospective parents and grandparents.

Editorial: Profile Silver: *Washington Parent*; "Giving Voice to Mothers in the Margins," Jessica Stockton Clancy, writer; Margaret Hut, editor; Alicia Brewster, assistant editor
A story of accomplishment and relentless drive told with context and detail, and without the breathlessness that can undermine profiles. The lesson is clear and convincing: Save the mothers and you save the children.

Editorial: News Feature Bronze: *Washington Parent*; "To Friend or Not to Friend, Networking With Your Nanny," Erin Mantz, writer, Margaret Hut, editor; Alicia Brewster, assistant editor

Probing the intriguing relationship between technology, children and their nannies generated a fascinating story about how new ways of communicating affect childcare. A unique story idea, combined with meticulous reporting and stylish writing produced an interesting and provocative article.

Editorial: Service Feature Silver: *Washington Parent*; "Beyond Maternity Leave," Jessica Stockton Clancy, writer; Margaret Hut, editor; Alicia Brewster, assistant editor

On top of everything else, new mothers face the task of balancing breastfeeding with their return to work. This story offers solid advice in a clear, straightforward manner.

Washington Parent publisher, Deborah Benke, was president of the Parenting Publications of America (PPA) and remains very active in the organization. *Washington Parent* magazine has been a member of the organization since it began in 1988.

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Other Awards: PPA Editorial Awards, 2001 through 2009, PPA Design Awards, 2002 through 2009, PPA National Award of Excellence, Family Support Center's First Recipient of Community Resource Award, Crossway Community Award as a Parenting Resource, Brazelton Foundation Recognition

Partnerships: Adams Morgan Main Street Group, Bethesda Big Train, Bethesda Urban Partnership, Celebrate Fairfax, Celebrate Gaithersburg, Clear Channel Radio, Discover Strathmore, FONZ, JCC of Greater Washington, M-NCPPC, News 4 Washington, Peterson Companies, Taste of Arlington, WAMU Radio, The Washington Freedom, Weinfeld Education Group