

# The Mom's Choice Awards Names Twinkl Educational Publishing Among the Best in Family-Friendly Products

Twinkl Educational Publishing is honoured to announce that it has earned the prestigious Mom's Choice Award®. Having been rigorously evaluated by a panel of MCA evaluators, Twinkl is deemed to be among the best in educational materials.

The Mom's Choice Awards® has named Twinkl Educational Publishing as among 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.

Jonathan Seaton, CEO of Twinkl said: "We are thrilled to earn the Mom's Choice Awards Honoring Excellence Seal of Approval. We know all the great things the MCA does to connect educators with the best products and services available for families."

Dawn Matheson, Executive Director of the Mom's Choice Awards explains: "Our aim is to introduce families and educators to best-in-class products and services. We have a passion to help families grow emotionally, physically and spiritually. Parents and educators know that products and services bearing our seal of approval 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."

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 evaluation is submitted to the MCA Executive Committee for final review and approval.

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