



PRESS RELEASE

• SWEET STREET PRODUCTIONS •

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The Mom’s Choice Awards Names Muriel’s World Series Among the Best in Family-Friendly Products

Summary: Sweet Street is honored to announce that the **Muriel’s World Series of books and Audibles** has earned the prestigious Mom’s Choice Award®. Having been rigorously evaluated by a panel of MCA evaluators, **Muriel’s World** is deemed to be among the best products for families.

Full Release:

NYC/NJ: The Mom’s Choice Awards® has named the **Muriel’s World Series** (Books and Audibles) as among the best in family-friendly media, products and services. The MCA 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.

*“We are thrilled to earn the Mom’s Choice Awards **GOLD AWARD, Honoring Excellence Seal of Approval**,” says Sweet Street owner and mom, the creator of the Muriel’s World series, Jennifer Montague. “We know all the great things the MCA does to connect consumers, educators, and caregivers with the best products and services available for families. As a mom myself, this is quite an honor.”*

To be considered for an award, each entrant submits five (5) identical samples for testing. Entries are matched to evaluators in the MCA database. Evaluators are bound by a strict code of ethics not only to



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ensure objectivity, but also to ensure that the evaluation is free from manufacturer influence. The five evaluations are submitted to the MCA Executive Committee for final review and approval.

"Our aim to introduce families and educators to best-in-class products and services," explains Dawn Matheson, Executive Director of the Mom's Choice Awards. "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."

With the evaluation now complete, the testing samples of **Muriel's World** will be donated to schools, libraries, hospitals and nonprofit organizations.

About SWEET STREET

Sweet Street was founded by parents of four, Jennifer and Mark Montague. Both are professional NYC performers in film, TV, VO's, commercials, and theatre. As parents, they had a desire to create sweet and nurturing children's products and entertainment, with the goal of celebrating the sweetness and innocence of childhood, through quality writing and music. Sweet Street is the maker of the popular **Muriel's World Series**, and the **Peas and Honey** recording for children. Their Peas and Honey Musical CD is "a musical introduction to poetry and verse, featuring Broadway musicians and voices". Their latest series, the **MURIEL'S WORLD SERIES** is a children's book series, featuring the central character, Irish Nannie Muriel, based on the real life grandmother of Jennifer Kathleen Murray Montague, Muriel Whelan Brunt. Jennifer states, *"For my children, I decided to write down stories of my inspiring grandmother, lovingly called Nannie. She was wise, graceful, and full of spunk. She had a true fighting Irish spirit. She adored simple family time, afternoon tea, the Blue Jays, a swim in the sea, gardening, and the holidays. These memories inspired the children's book series, Muriel's World. In the books - Muriel's Robin, Muriel's Garden, and Muriel's Christmas - the spirit of my Nannie lives on. Muriel's Robin is my own version of a bedtime story that she often told me, about a very special Robin. In Muriel's Garden, I share her love of gardens, and the lessons learned through patience. In Muriel's Christmas, I touch upon her love of Christmas time, a time dear to us all since many of our Christmas memories were with her- right down to her perfect Irish shortbread cookies."*



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The books feature colorful, original artwork, created by Jennifer Montague. The company's website at: www.SweetStreet.info contains additional information.

Information about the **MURIEL'S WORLD Series** and where to purchase it can also be found at www.SweetStreet.info, and is available on Amazon, Audible, Kindle Kids, and Barnes and Noble.

About the Mom's Choice Awards®

The Mom's Choice Awards® (MCA) evaluates products and services created for children, families and educators. The program is globally recognized for establishing the benchmark of excellence in family-friendly media, products and services. The organization is based in the United States and has reviewed thousands of entries from more than 55 countries.

Around the world, parents, educators, retailers and members of the media look for the MCA mother-and-child Honoring Excellence seal of approval when selecting quality products and services for children and families. Learn more about the Mom's Choice Awards by visiting their website: www.MomsChoiceAwards.com.

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