

For Immediate Release

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Whimsical Children's Cookbook is Named 2011 Benjamin Franklin Award Winner

Baking with Friends was named winner in the 23rd annual Benjamin Franklin Awards from IBPA, the Independent Book Publishers Association, in recognition of excellence in independent publishing.

IBPA recently honored the best books in 54 categories at the Benjamin Franklin Awards in New York City on May 23rd, 2011, kicking off the annual BookExpo America tradeshow.

Named the winner in the Children's/Young Adult category, Baking with Friends (ISBN: 0971236828, \$19.95, released December 2010 by Goops Unlimited and the Home Baking Association) was highlighted for originality in interior design.

Baking with Friends is a valuable resource providing food and ingredient literacy, encouraging families, educators and homeschoolers to use and enjoy a wide variety of foods. With age-appropriate kitchen tasks, a reproducible baking certificate, measurement and substitution guides, vocabulary words and tips for baking success with children, the book invites children to learn self-sufficiency and feel at home in the kitchen. Written by home economists Sharon Davis and Charlene Patton, the pair are hands-on baking educators representing the Home Baking Association.

Judged by a panel of book industry experts including buyers at wholesale and retail levels, librarians, book critics, design experts, and independent publishing consultants, Benjamin Franklin Award-winning books have been scrutinized by individuals involved in the very markets in which the books are competing.

About the Benjamin Franklin Awards™

Named in honor of America's cherished publisher and printer, the Benjamin Franklin Award recognizes excellence in independent publishing. Books are grouped by genre and are judged on editorial and design merit by top practitioners in each field. A panel of nearly 180 judges from throughout the publishing industry weighed in and evaluated more than 1,700 submissions in 54 categories to create the list of more than 150 finalists for the 2010 publishing year. Publishers large and small competed for the coveted Benjamin Franklin Awards.

About the Home Baking Association

The Home Baking Association promotes home baking by providing educators with outcome based multi-skill building and fun year-around baking activities for classrooms, after-school programs, clubs, camps, home school programs and for families. The organization partners with classroom educators, libraries, Boys & Girls Clubs of America, Camp Fire USA, National 4-H programs, university cooperative extension and other organizations that provide baking resources. For more info visit www.homebaking.org.