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Pelican Pete Wins a Triple Crown

St. Augustine, FL (May 27, 2008) – *The Adventures of Pelican Pete* book series, by local author Frances Keiser and illustrator Hugh Keiser, has just received one of this year’s prestigious Mom’s Choice Awards, completing a trifecta of honors for children’s literature.

“I feel like we’ve won the Triple Crown!” said Frances Keiser, author of Pelican Pete. “Our series has been honored with the Children’s Choices award from the International Reading Association, the Teachers’ Choice Award from Learning magazine, and now we’re topping it off with the Mom’s Choice Award from the Just for Mom Foundation.”

A benchmark of excellence used by parents, educators, librarians and retailers, the annual Mom’s Choice Awards recognize family-friendly media products based on quality, design, education and entertainment value, originality, appeal, and cost.

An esteemed panel of judges including Reading Rainbow founder Dr. Twila Liggett, and Baby Einstein creator Julie Aigner-Clark selected the Pelican Pete series as a winner. “It is always our pleasure to recognize outstanding products, and this year was no exception,” says Tara Paterson, founder of the awards program.

This year’s winning books will be showcased at BookExpo America (BEA) in Los Angeles, California. BEA is the largest annual book event in the United States,

attended by over 35,000 book industry professionals.

“Books are an important part of family life,” said Keiser. “Parents who read with their children are not only spending time with them, they are encouraging their intellectual and emotional development. Pelican Pete can also help promote and nurture the increasingly important connection with nature.”

The fun-to-read rhyming stories are skillfully woven together with scientific information, making them a reliable source for environmental education.

The Adventures of Pelican Pete series (Sagaponack Books, ISBN: 97809668845- [00, 17, 24, 31, 48,]) is available in book and gift stores nationwide, and at PelicanPete.com.

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