



**Creative Teaching Press
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For Immediate Release

CREATIVE TEACHING PRESS WINS AEP'S DISTINGUISHED ACHIEVEMENT AWARD

Publishers Association Honors Year's Best Educational Products

HUNTINGTON BEACH, Calif., June 23, 2008 — Creative Teaching Press is proud to announce that its *Rocks & Minerals Science Mini Bulletin Board Set* received the Association of Educational Publishers' (AEP) 2008 Distinguished Achievement Award in the science teaching resources category.

AEP's Distinguished Achievement Awards (DAAs) recognize the year's most outstanding materials in the field of teaching and learning. The awards distinguish the best educational resources within the categories of Curriculum, Periodicals, and Professional Development. Products considered for the DAAs are evaluated on traits such as efficacy, usability, and overall educational value. They are judged by an expert panel of educators, editors, designers, and technology specialists.

"We developed our science mini bulletin boards to not only look great on classroom walls, but to also teach the essential science concepts prescribed by the standards," stated Brandi West, marketing manager for Creative Teaching Press. "It is an honor to have our efforts recognized by an organization such as the AEP."

According to Charlene Gaynor, Chief Executive Officer of AEP, the 2008 winners exemplify what the educational publishing industry should be and foreshadow the advancements still to come in teaching and learning.

"What struck me the most this year had to be the creative ways companies are finding to reach the students of today and tomorrow," said Gaynor. "From innovative software lessons to timely books on environmental awareness to new approaches for teaching ESL/ELL students, it's exciting to see this industry begin to recognize and achieve its true potential in meeting the needs of today's schools."

More information about the 2008 AEP Awards program is available on the web at www.aepweb.org/awards/winners.

About the Association of Educational Publishers

The Association of Educational Publishers (AEP) is a nonprofit organization that serves and advances the industry of supplemental educational publishing. The membership of AEP represents the breadth of educational content developers, delivering progressive educational products and services in both print and electronic formats to today's schools and colleges.

AEP's thoughtful leadership and market insight have created ground-breaking opportunities for its members to collaborate, network, and partner with each other as well as to acquire a voice in the development of government education policy. Founded in 1895, AEP now assists its members in navigating the global realities of educational publishing in the 21st century. For more information, please visit www.AEPweb.org.

MORE

About Creative Teaching Press

Creative Teaching Press is a family-owned and teacher-managed supplemental educational publisher of resources for grades PreK-8. A recognized leader in the industry, Creative Teaching Press offers a wide variety of learning décor and research-based products that deliver standards-driven content, including phonics, reading, writing, math, science, and social studies. Creative Teaching Press celebrates more than four decades of providing parents and teachers with high-quality, content-rich solutions. Affiliated brands include The Learning Works™, Rejoice!® and Youngheart Music®. For more information about Creative Teaching Press, visit www.creativeteaching.com.

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