



PRESS RELEASE

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Kahani Captures “Recommended Magazine” Award

Newton, MA – Calling it a “charming jewel of a magazine,” the nation’s oldest and most respected authority on children’s media products honored *Kahani* with a “Recommended Magazine” Award on Thursday.

“This thoughtful, well-designed publication addresses a variety of topics surrounding the importance of maintaining the strength of family roots and traditions while balancing life as a young American,” the Parents’ Choice Foundation said. “Entirely free of advertisements, *Kahani* concentrates on the content, weaving an intelligent fabric of fiction, current event issues, art and activities.”

The nonprofit Foundation has been reviewing children’s media products since 1978. Only 20% of the thousands of submissions they receive annually get their seal of approval.

“We are thrilled to be recognized as a “Recommended Magazine” by the Foundation,” said Monika Jain, editor. “Our writers, illustrators, and designers work hard on every issue and so it’s great to get this industry recognition,” Jain added.

Kahani won in the Recommended category alongside *New Moon Magazine*, *Nick Jr. Magazine*, and *Faces*. This is *Kahani*’s third consecutive award from the Foundation.

Kahani, which means story in Hindi, is a children’s literary magazine illuminating the richness and diversity that South Asian cultures bring to North America. Published four times a year, it contains contemporary short stories, art, activities, and fun facts. Unlike most periodicals, *Kahani* does not publish any advertising. Subscriptions are available for purchase at its online home www.kahani.com.

Business Director Sunitha Das said that “running a magazine without ad money is not easy.”

“That’s why our content has to really reach out to readers,” she added. “This award means we’ve succeeded.”

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About the Parents' Choice Foundation: Established in 1978, the nonprofit Parents' Choice Foundation is considered the eminent authority on children's media and toys. Its mission is to help parents and caregivers identify products that help children grow imaginatively, physically, morally, and mentally. The Foundation's judging panels are comprised of educators, scientists, performing artists, librarians, parents, and even children. The Awards program is the oldest in the country created to recognize quality children's media.

About *Kahani*: *Kahani* illuminates the richness and diversity that South Asian cultures bring to North America. Published four times a year, it is ad-free and features a vibrant mix of original short stories, nonfiction articles, biography series, interactive activities, and book reviews. Subscribers include schools, libraries, and families from around the world. The editorial mission at *Kahani* is simple: empower, educate, and entertain. The published material is exclusive to *Kahani* and has been written and illustrated by South Asian professionals. Check out www.kahani.com.

Kahani won a Parents' Choice Approved Award in 2007 and 2006. It also captured a Distinguished Achievement Award from the Association of Educational Publishers and the Multicultural Children's Periodical Award from the National Association for Multicultural Education in 2006.

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