



Press Release

Peek Away has earned Creative Child Magazine Top Choice Award 2011!

May 2011 Peek Away is excited to announce that the Peek Away Traveling Nursing Pillow Handbag has been awarded the Golden Seal Top Choice Award for 2011. Creative Child Magazine only gives this seal to the first place winners in their respective categories.

Consumers looking for high-quality products can rest assured when they see the Top Choice Award Winner's Seal; its evidence of product excellence as evaluated by unbiased moms and educators.

Peek Away's Multipurpose Nursing Handbag Pillow that transforms into a diaper changing pad with a built-in wipe case was selected among numerous entries submitted in Creative Child Magazine's Baby & Maternity Awards Program. This is a unique program where over a hundred moms-to-be including those that are also educators are invited to methodically review products in a 2-day event held in Henderson, Nevada. The products are divided into categories and those that are related to baby or toddler development receive a secondary review conducted by child educators.

Upon completion of this event, staff of Creative Child Magazine, collect all the review forms and tabulate the score values given by the reviewers based on the criteria of the product's category in addition to reading over written comments. This unbiased review by hundreds of moms-to-be, provide wonderful feedback and have selected Peek Away's Nursing Pillow the Top Choice Award.

Glen and Natalie Sanders, new founders of Peek Away who just launched in Fall of 2010, were extremely pleased with the results, "It was great to hear that others recognize what we have known all a long; that this is an extremely useful, practical product that's innovative, beautiful and serves a great purpose by helping mom's nurse in comfort when out and about! There's a sense of validation too when child educators like the product, especially being a child developmental specialist myself" ~ Natalie Sanders.

Creative Child Magazine goes to great lengths to make their Top Choice Award a credible source for consumers and buyers. This Top Choice awarded to Peek Away's Nursing Pillow affirms that this truly is a great product that has just recently hit the baby market!

PEEK AWAY

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About Creative Child Magazine;

Creative Child Magazine is a national bi-monthly publication that provides parents with the latest information on how to nurture their child's creativity. With departments such as Kids at Play, Health and Safety, Discovering Creativity, Nurturing Talent and Tomorrow's Child - Investing for Your Child's Future Creative Child Magazine is essential and the most complete parenting publication for raising well-balanced children. www.creativechild.com