



PO Box 3194
Sedona, AZ 86340
928-204-6400 Phone
928-282-1662 Fax
www.purplepeople.com

FOR IMMEDIATE RELEASE
Date: May 2006

Contact: Tami Pivnick
928-204-6400

Faith and "Purple Puppy" Win National Parenting Seal of Approval

Author Susan Faith, a Sedona resident, is the Winner of The National Parenting Center 2006 Seal of Approval for her newest book, "Purple Puppy." "Purple Puppy," is published by Sedona-based publisher Purple People which promotes the concept of equality among all humans and respect for all living creatures. "Purple Puppy" and Purple People previously won the 2005 GLYPH Award for Best Inspirational Book. Susan Faith also received the 2004 AZ Literary Award for Children's Literature for her first book, "Purple Love." "Purple Love" is the recipient of the 2003 GLYPH Award for Best Children's Book, Best Inspirational Book and Best Spiritual Book.

"I am thrilled to receive The National Parenting Center Seal of Approval. It is an honor bestowed upon children's products of all types, not only books. "Purple Puppy" is recognized with other important, quality educational items from great companies such as Apple Corporation, LEGO, Discovery Toys, AOL and Disney," stated Susan Faith.

"The National Parenting Center is the lead advocacy group for children's products. The Seal is awarded to products that undergo strict testing by over 1500 parents and their children at three testing centers throughout the U.S. The criteria includes the parents and children determining that this is a product they would buy, that they would want to receive, and that they would give as a gift. Quality, stimulation, interactivity, pricing and packaging are key elements required for a product to receive the Seal. No specific number of Seals is awarded, therefore only the absolute best products receive The National Parenting Center Seal of Approval," according to David Gaynes, Product Testing Manager for TNPC.

In appreciation of this Award, Author Susan Faith is currently beginning a new program with her publisher Purple People which will enable her books and positive messages to travel worldwide to visit different schools and communities, at no cost to the school. *"The purpose of this program is to expose children of all cultures to the importance of treating each other equally, and to honor our differences and cherish our similarities. "Purple Puppy" is a whimsical and irresistible story that will educate, entertain and be embraced by the children. It helps to spread the message of the importance of taking care of animals and our environment. "Purple Love" is a warm and inspirational story about life, death and the power of love. It will encourage readers to appreciate others and to recognize our connection to each other,"* according to Susan Faith. *"I believe that it is important that we teach our children love and respect for each other so that we can ensure a more peaceful and positive world in which to live. In its simplest form, I try to encourage children to see us all as "purple" so they do not focus on the external appearance of others, but rather on the person's goodness within."*

To arrange an appearance by Susan Faith or purchase autographed copies of "Purple Love" and "Purple Puppy" please contact Purple People at 928-204-6400 or at www.purplepeople.com. Books may also be purchased in West Sedona at The Art Mart Gallery (next to Harkins), Sedona Clothing, or Uptown at Looking West, The Naja, or Sedona Kid Company.