

For Immediate Release

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Green Box Heroes, Mobile App For *The Green Box League of Nutritious Justice* Wins Mom's Choice Award® For Family Friendly Media Products

Norcross, GA/October 14, 2014 – Green Box Heroes, the mobile app for the popular children's book, *The Green Box League of Nutritious Justice* (ISBN 978-0988316317, Effective Press, 2014) by Dr. Keith Kantor; Peter Crouth, E.C.; Dana Yarn, R.D.; and Karen Kantor, R.N.; with illustrations by Sarah Adam was awarded the prestigious Mom's Choice Award® for family friendly media products. Based upon the critically acclaimed book, Green Box Heroes teaches children about nutrition and fitness in a fun way that will allow parents and children to share and learn. The app allows children to rebuild themselves as a real-life superhero, battling for nutritious justice. The Green Box Heroes is a world of nutrition, education, and exercise excitement right in the palm of your hand. The program is globally recognized for establishing the benchmark of excellence in family-friendly media, products and services. The organization is based in the United States and has reviewed thousands of entries from more than 40 countries.

"I am very honored and humbled that Green Box Heroes has won the Mom's Choice Award®," said Dr. Keith Kantor, author of *The Green Box League of Nutritious Justice*. "Around the world, parents, educators, retailers and members of the media look for the Mom's Choice Awards® Honoring Excellence seal of approval when selecting quality products and services for children and families and winning this coveted stamp of approval will assist in creating the needed public awareness for better nutrition and fitness for both children and parents.

"Proper nutrition and exercise are essential at an early age to form proper lifelong habits," continued Dr. Keith Kantor, "With more and more of our children on mobile devices at an early age, Green Box Heroes is a great way to reach them and spread the message in a fun way. The app is one the entire family can follow and enjoy in embarking upon a healthy lifestyle choice."

The Green Box Heroes mobile app features many of the beloved characters that made *The Green Box League of Nutritious Justice* one of the top new children's books of 2014. In addition to story episodes, it features a hero book, coloring book, health and nutrition calculators, and music. It is designed to help develop the essentials of a healthy and nutritious lifestyle for children and is ideal for parents who seek to be actively involved with their children.

The Green Box League of Nutritious Justice introduces memorable characters such as Knute Triton (the hero), Ed Yucation, Blueberry Bill, Bianca Broccoli, Cornelius Corn, Gordon Grape, Olivia Olive, and many more. The book is perfect for parents who want to introduce children to a healthy lifestyle and be part of the journey of enrichment. The book is also ideal for schools who seek to teach children the benefits of proper nutrition and exercise. But not just children, adults also will learn as they go through the pages of this book that is filled with informative facts about nutrition and exercise that even many of them may not be aware of. *The Green Box League of Nutritious Justice* offers all the lessons needed for a healthy and fit life including recipes, exercise suggestions, and safety tips. Beyond just teaching proper nutrition in a fun way, Dr. Kantor, who serves on the Presidential Active Lifestyle Award committee offers exercise suggestions as well as challenges children and adults to take part in the program. The book is one that children will pass on to their children with characters that will never grow old and a message that is timeless. A portion of the proceeds from the sale of the book will go to Children's Miracle Network Hospitals.

The Mom's Choice Awards® is based in the United States and has reviewed thousands of entries from more than 40 countries. A panel of judges includes education, media and other experts as well as parents, children, librarians, performing artists, producers, medical and business professionals, authors, scientists and others. The judges are bound by a strict code of ethics which ensures expert and objective analysis free from any manufacturer association. The evaluation process uses a propriety methodology in which entries are scored on a number of elements including production quality, design, educational value, entertainment value, originality, appeal and cost. Each entry is judged on its own merit. Judges are especially interested in products that help families grow emotionally, physically and spiritually; are morally sound and promote good will; and are inspirational and uplifting.

Additional information on *The Green Box League of Nutritious Justice* may be obtained at www.drkeithkantor.com and <http://www.amazon.com/League-Nutritious-Justice-Collectors-Edition/dp/0988316315>.

Additional information on may be obtained at <https://itunes.apple.com/us/app/green-box-heroes/id917709717?mt=8>

Additional information on the Mom's Choice Awards® may be obtained at <http://www.momschoiceawards.com/>