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**Mom's Choice Awards® Names MyOwnPet Balloons™ from burton + BURTON™  
Among the Best in Family-friendly Products**

*Bogart, GA (March 5, 2013)*

The Mom's Choice Awards® has named MyOwnPet Balloons™ among the best in family-friendly media, products, and services. MyOwnPet Balloons™ are helium-filled toys that have weighted legs and feet allowing them to "walk" on an attached ribbon leash. burton + BURTON™ is the exclusive US distributor of the balloons and currently offers over thirty species of dogs and various animals.

The Mom's Choice Awards® are decided by an esteemed panel of judges including education, media, and other experts as well as parents, children, librarians, performing artists, producers, medical and business professionals, authors, and scientists. A sampling of the panel members includes: Dr. Twila C. Liggett, ten-time Emmy-winner, professor and founder of *PBS's Reading Rainbow*; Julie Aigner-Clark, Creator of Baby Einstein and The Safe Side Project; Jodee Blanco, *New York Times* best-selling author; Priscilla Dunstan, creator of the Dunstan Baby Language; Patricia Rossi, host of NBC's *Manners Minute*; Dr. Letitia S. Wright, D.C., host of the *Wright Place™ TV Show*, and Catherine Witcher, M.Ed., special needs expert and founder of Precision Education, Inc.

MCA 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.

Judges perform a thorough analysis of each product and submit a detailed assessment. Results are compiled and submitted to the MCA Executive Committee for final approval.

For more information on burton + BURTON™ or MyOwnPet Balloons™, please visit [www.burtonandburton.com](http://www.burtonandburton.com).

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