

## **“Baby’s First Journal” wins the PTPA Media Inc. Seal of Approval**

*By Glow Baby*

*Dated: Jan 13, 2010*

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Consumers looking for practical, high-quality products and services can rest easy knowing that products bearing the PTPA Media “Winner” Seal are all “Parent Tested, Parent Approved.”

Because independent parents evaluate these products in their own homes, PTPA winners are chosen based on merit and consumer experience – not on commercial considerations. As a result, the PTPA Seal is quickly gaining recognition as an international leader in certifying consumer products for quality, effectiveness and value.

Being honored with the influential Seal of Approval from PTPA Media Inc. is a huge achievement for a product geared to families, children or parents. “I am very excited and proud that “Baby’s First Journal” has received this award. We created this journal to provide a place for parents to keep track of all their baby’s needs and help them to easily remember all the important details during the first few months of their child’s life. The PTPA Media’s seal of approval is especially significant as it is the direct result of parent evaluations and adds to the positive feedback we have received since launching this product”, said Lindsay Harris, Owner of Glow Baby.

Glow Baby’s “Baby’s First Journal” was among many entries from across North America competing to win the PTPA Media Seal of Approval for the Winter 2010 campaign. The products were tested by savvy reviewers and professionals and the results were compiled for PTPA Media Inc.’s review committee for the final decision. The winners of the prestigious Seal of Approval from PTPA Media are selected based on value, functionality, quality and appeal of the product.

“At PTPA Media, we are proud to play a role in certifying innovative new products that families can trust,” says Sharon Vinderine, president and founder of PTPA Media. “It’s win-win. By improving communication between manufacturers and consumers, we are helping companies serve their market better, and helping families identify products that have been tested and recommended by their peers.”

### Glow Baby

Glow Baby is a Canadian company dedicated to providing unique and user friendly scheduling tools for today’s busy parents. Glow Baby is the creator of "Baby's First Journal" a baby care log book for tracking feeding, sleeping and diapering of newborns which is available in select stores across North America. Visit [www.glowbaby.ca](http://www.glowbaby.ca) for additional information.

### About PTPA Media Inc.

PTPA Media provides an objective framework for appraising and promoting new products designed to enrich family living. The company's mission is to marry innovative companies with discerning consumers, to improve families’ access to quality products and services.

For more information visit [www.ptpamedia.com](http://www.ptpamedia.com).

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Category	Family, Business, Lifestyle
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