

FOR IMMEDIATE RELEASE
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The Happy Start High Contrast Board Book receives national recognition through the NYC BIG BOOK AWARD®!

Columbus, Ohio -- The NYC Big Book Award recognized *The Happy Start High Contrast Board Book* by Maria Baldino OTD, MS, OTR/L, BCP in two categories as a winner: Children's Board Books and Pregnancy & Childbirth. The competition is judged by experts from different aspects of the book industry, including publishers, writers, editors, designers, booksellers, librarians and professional copywriters. Winners and distinguished favorites are based on overall excellence.



The Happy Start High Contrast Board Book

The Happy Start High Contrast Board Book is a tummy time tool disguised as a book. Designed and approved by pediatric experts and authored by pediatric occupational therapist Maria Baldino OTD, MS, OTR/L, BCP, it pairs the daily practice of tummy time with bold high-contrast imagery that newborns can actually see — building neck, shoulder and core strength while stimulating early visual and brain development during a baby's first twelve months. In these crucial early months, a baby's visual and cognitive growth forms the primary foundation for early literacy development. The book stands on its own in front of the baby, is built for small hands and repeated use, and is available with cover text in eight languages so more families can share it in the language spoken at home. It is the first product from The Happy Start, a dad-owned, minority-owned, small business based in Columbus, Ohio, that designs accommodating, accessible and affordable baby products around developmental milestones. Since day one, the company has pledged to donate at least 10% of the total units it sells each year to hospitals, daycares, nonprofits, and families in need.

NYC Big Book Award received book submissions worldwide. Attorneys, Doctors, Entrepreneurs, Film & Television writers, Historians, Journalists, and Professors, from well-established authors to first-time indie authors as well as small and large presses participated.

Entries this year were received from the United States as well as countries such as Australia, Canada, China, Dubai, England, Estonia, France, Germany, Ghana, Greece, New Zealand, Scotland, Singapore, South Korea, Sweden, United Arab Emirates and the United Kingdom. Cities represented among the entries were Auckland, Baltimore, Dallas, Frankfurt, Hollywood, Johannesburg, Manhattan Beach, New Orleans, NYC, Philadelphia, Sydney, and West Palm Beach.

Publishers included The Happy Start, Beacon Press, Berrett-Koehler, Casemate, Edinburgh University Press, Forbes Books, Kiplinger Books, NYU Press, Palgrave Macmillan, Penguin Random House, Rizzoli,

Routledge, University of California Press, University of Nebraska Press, Weaving Influence Press, and Wiley.

Winners and distinguished favorites included *The Happy Start High Contrast Board Book* by Maria Baldino OTD, MS, OTR/L, BCP; The Lab Press's "Essentials Vol. 1" by Luke Arnold (Black Sails) & Chris "Doc" Wyatt (TV producer/writer); Berrett-Koehler's "Catch People Doing Things Right" by Martha C. Lawrence; The White House Historical Association's "White House Memories 1970–2007:" by Gary J. Walters (White House Chief Usher); and "Eternal Love" by Xuemo to name some key titles on the awarded list.

"We have an amazing list of authors from around the globe participating this year," said awards sponsor Gabby Olczak. "I'm so excited to share these books with a worldwide readership!"

To view the list of NYC Big Book winners and distinguished favorites, please visit: https://www.nycbigbookaward.com/

NYC Big Book Award, https://www.nycbigbookaward.com/, is announced every fall. NYC Big Book Award is open to all authors, publishers, and illustrators, and includes submissions from the big five publishers including Penguin Random House, HarperCollins, Hachette, Macmillan, and Simon & Schuster. Join us for the Independent Press Award, deadlines every December 15th, are open to independent authors and publishers. To see this year's list of IPA Winners, visit: https://www.independentpressaward.com/winners

And, join us for the Awards Dinner on April 10th, https://www.nycbigbookaward.com/awardsdinner, held at the BookCAMP event, April 9-10, 2027, https://www.ipabookcamp.com, where recipients from both programs will walk on stage to receive their awards.