

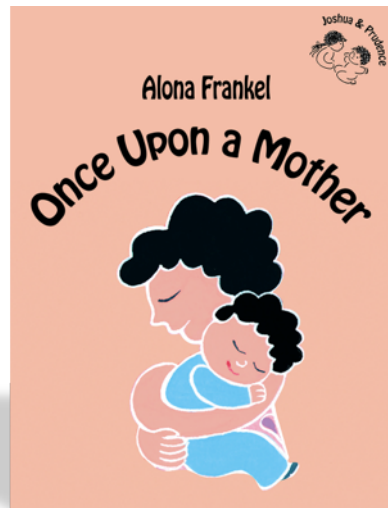
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**“Once Upon a Mother” iBook celebrates a parent’s love,
available now from child matters media.**

*A heartwarming tale of maternal love
joins Alona Frankel’s classic Joshua & Prudence series.*



BOSTON, MA. September 25, 2012 – child matters media today introduces Once Upon a Mother (a Joshua & Prudence digital book for iPad) at the special introductory price of 99 cents on iTunes stores worldwide, following the successful May release of both Once Upon a Bird and Once Upon an Elephant.

Alona Frankel’s Once Upon a Potty picturebooks, audio editions and videos have sold more than five million copies in the United States alone and have been translated into many languages. Among her fans are Rosie O’Donnell, Bill Gates and millions of parents and caregivers worldwide [see www.youtube.com/childmatters].

In Once Upon a Mother Joshua searches for his own mother while playing a heartwarming matching game with animals and their offspring. President Abraham Lincoln provided the motto for this new iBook: “All that I am, or hope to be, I owe to my angel mother.”

“It is one of my favorite titles,” explains Ari Frankel, president of child matters and author/illustrator Frankel’s son. “The story gives kids and their caregivers the opportunity to feel the importance of the relationship with one’s parent. Its unconditional love, trust, and magic even helps children to take this wisdom into adulthood and into their own parenthood. It certainly has enhanced my own joy of parenting.”

continued

Alona Frankel's *Once Upon a Mother* celebrates the nourishing, symbiotic love between parent and offspring. This original iBook series revives the original content and art, and doesn't add narration or animation. "I want the child and reader to have an intimate experience," explains Alona. "Allowing everyone to build their very own soundscape for this humorous, inquisitive story."

Previous collaborations with author and illustrator Frankel and digital platform leader Oceanhouse Media have included Frankel's evergreen classics *Once Upon a Potty: Boy* and *Once Upon a Potty: Girl*.

About Alona Frankel

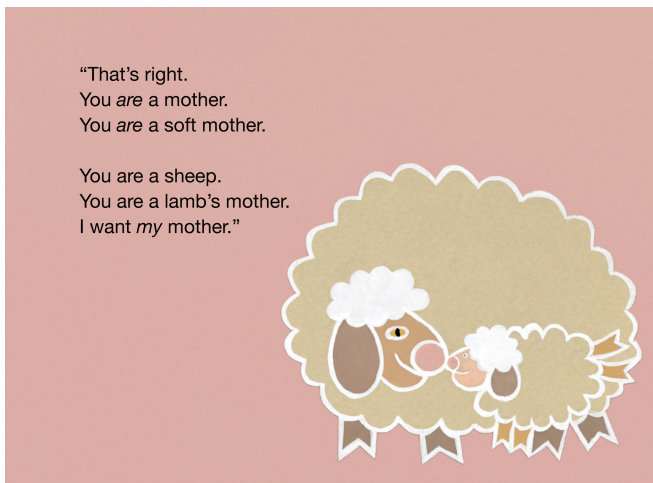
The mom behind the classics was born in Cracow, Poland in 1937 and has created more than 40 Joshua & Prudence picture books. Alona's art has been exhibited in Italy, Holland, Hungary, Poland, Japan, Korea, Israel, Egypt, and the United States. She has enjoyed international recognition, including the Hans Christian Anderson Honor and several Parents' Choice Awards. She continues to create playful titles, which often embed developmental and educational elements.

Website: www.alonafrankel.com

About child matters media

Founded by composer and producer Ari Frankel, child matters media is a new-media producer, featuring award-winning music, sound design, post-production, book packaging and mobile application development for all ages. Follow child matters media on facebook.com/childmattersmedia and twitter.com/childmatters. For further information, please call Ari Frankel at 617.285.0448.

Website: www.childmattersmedia.com



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