

For Immediate Release

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Subject: *Tell Me About Heaven Wins Retailer's Choice Award*



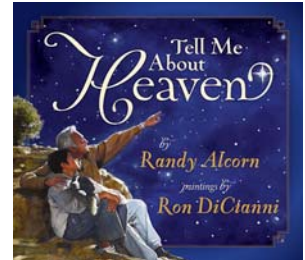
PRESS RELEASE

Going into all the world... through Art!

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Tell Me About Heaven Wins Retailer's Choice Award at Annual Industry Convention

Orlando, FL – Tapestry Productions and Eternal Perspectives Ministries, in partnership with Crossway Books/Good News Publishing are proud to announce that *Tell Me About Heaven*, the incredible new book by Randy Alcorn and Ron DiCianni has won the prestigious *Retailer's Choice Award* for 2008 at this year's CBA/ICRS show in Orlando, FL.



Tell Me About Heaven is the latest book in the best selling and award winning *Tell Me* Series. In this newest release, internationally acclaimed author Randy Alcorn (author of *Heaven*, *Safely Home* & *Deception*) weaves the truth about Heaven, death and salvation into a compelling narrative between Grandson and Grandfather. This fictional account of a series of conversations and events in the life of Grandfather and Grandson points the reader to the truth of Heaven while it engagingly answers questions ranging from the theological to the curious. *What is Heaven? How do I get to Heaven? Will there be animals there? Sports? Food? Friends?* Most critically, it provides a salvation resource to point the reader to Jesus as the only assurance of Heaven.

This powerful text coupled with the breathtaking art of bestselling Artist Ron DiCianni presents the truth of Heaven in a way that captivates the reader while at the same time helping them unlearn some of the modern day misconceptions about life, death and eternity.

When God first gave Ron DiCianni, creator of the *Tell Me* series, the idea for the books several years ago, Ron told publishers that he wanted to create a group of devotional titles that he could read with his own children. Books that would take the truths of Scripture and form them into powerful short stories that teach these Truths in an engaging new way. When the first *Tell Me* book was released publishers and retailers alike soon learned that the parents and grandparents were enjoying the books as much as the children they were designed for. "We coined a new age group category... 0 to 99" said Ron and the publisher. Since that first *Tell Me* Book the series has gone on, by God's grace, to win numerous awards, sell several hundreds of thousands of copies and more importantly touch lives and influence families across the world with God's Truths.

The *Retailer's Choice Award* is an award that is bestowed by *Christian Retailing Magazine* on behalf of Christian book stores across the country. Winners are selected by popular vote from a list of nominees who are identified as the best books produced in the preceding year that had the most "impact" on both the store staff and consumers. Most notably the award recognizes books that most effectively "speak to hearts and evoke emotion, open minds to new ways of thinking and encourage and affirm Christ-like living" (source: www.Retailerschoiceawards.com). *Tell Me About Heaven* was the winner in the 2008 Children's Fiction category.

On behalf of the author and artist, we'd like to express our thanks to God for this award and extend our thanks to all of the retailers who honored this title with their vote.

For more information please contact the Talent Management Division of Tapestry Productions Inc
Tapestry Productions Inc, Talent Management Division is the agent of record for the Artist of this title.

Image above *Tell Me About Heaven* by Randy Alcorn. Published by Crossway Books © 2007. All Rights Reserved.

www.TapestryProductions.com

About Tapestry Productions Inc:

Tapestry Productions Inc (TPI) is a Christian Fine Art Publisher and Talent Management company specializing in the creation and execution of new marketing strategies and products. We were formed as an execution outlet for artists and authors whose mission is to preach the Gospel with excellence through their various giftings and talents. It is our mission and purpose to communicate the Gospel excellently and without compromise in both the Christian and Secular marketplace with the highest level of execution and integrity. To find out more please visit us on the web at: www.TapestryProductions.com.

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