

# Retailers Choice Awards 2007 winners

*Zondervan leads winners of seventh annual program, prizes in 25 categories*

» BY CHRISTINE D. JOHNSON

Zondervan outshone its competitors to become the top overall winner in the seventh annual Retailers Choice Awards, sponsored by *Christian Retailing*.

Choosing the products they most appreciated making available to consumers last year, retailers selected three finalists in each of the 25 categories this year. More than 170 products were nominated in total, with the winners being announced at the International Christian Retail Show in Atlanta last month.

Of the 25 categories, three were new—Audiobook, Bible Reference/Bible Studies and Personal Growth/Prayer—while Bibles were split into two, General and Devotional and Study.

Zondervan came away with six awards for products such as Bill Hybels' evangelism book *Just Walk Across the Room* and Rob Bell's DVD/video *Rich* in the "NOOMA" series.

*Inspired by... The Bible Experience*—for which Zondervan has received multiple awards and seen unusually high sales—overcame other Audiobook finalists *The Message Remix Complete* (Oasis Audio)

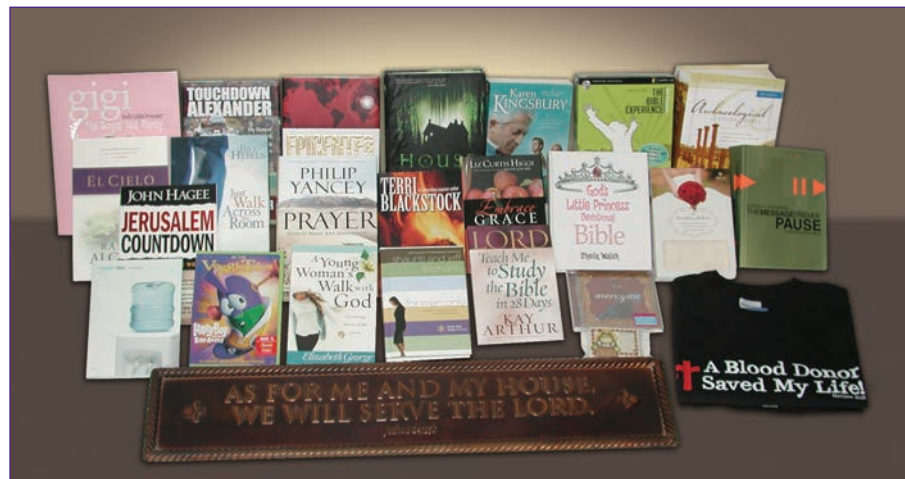
and Philip Yancey's popular book *Prayer* (Zondervan). However, in another category, Personal Growth/Prayer, Yancey's *Prayer* won the award.

With adult Bibles in two groupings, Zondervan took home the award for Bibles (Devotional and Study) for the *Archaeological Study Bible*, another big success at retail, while Eugene Peterson's *The Message Remix: Pause* topped competitors in the Bibles (General) category.

Sheila Walsh was the only individual winner this year to be honored with two awards—for a children's book and Bible, both from Thomas Nelson.

Another individual finalist, Karen Kingsbury, saw two of her own titles competing against each other in Women's Fiction. Kingsbury's Tyndale-published *Found*, third in the "Firstborn" series, was favored over her Zondervan-published *Even Now*, the first in her "Lost Love" series.

Fiction for adult readers was covered in three categories—General Fiction, Mystery/Suspense and Women's Fiction—with a special category designated for Children's Fiction. Aside from the Kingsbury win, Terri Blackstock took General Fiction with



The top product picks in this year's Retailers Choice Awards

*Night Light* (Zondervan), and the thriller pairing best-selling novelists Frank Peretti and Ted Dekker, *House* (WestBow/Thomas Nelson), won in the Mystery/Suspense genre.

Combining the entries for its various imprints, Thomas Nelson took home four awards, including *The Bride's Bible* in the modern New Century Version, entered in the General Gift Product category.

Gifts were represented in three other categories as well. Kerusso's Blood Donor T-shirt won in Accessories/Apparel; Universal Designs in Paper/Stationery for a Dianna Marcum-designed Pass-It-On Card; and Carpentree for an As for Me and My House plaque in Wall Décor.

Harvest House Publishers went home with awards in three categories: Auto/Biography, *Touchdown Alexander*, the life story of Seattle football great Shaun Alexander; Youth/Teen, *A Young Woman's Walk With God* by Elizabeth George; and Bible Reference/Bible Studies, *Lord, Teach Me to Study the Bible in 28 Days* by Kay Arthur.

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**Retailers, recommend these resources**

Retailers who want to encourage shoppers to learn more about the products that won in the Retailers Choice Awards this year have the option of printing out a list of the 2007 winners to distribute to their customers.

For an 8.5-by-11-inch winners list, visit [www.retailerschoiceawards.com/2007winners.html](http://www.retailerschoiceawards.com/2007winners.html) and print as many copies as you need for your customers.

Taking this simple step will help generate sales for your store and guide your customers to great Christian products, including books, music and gifts.

## 2007 Retailers Choice Awards winners

**Accessories/Apparel**

Blood Donor Black Adult T-shirt  
Kerusso

**Audiobook**

*Inspired by... The Bible Experience*  
Zondervan

**Auto/Biography**

*Touchdown Alexander*  
Shaun Alexander with Cecil Murphey  
Harvest House Publishers

**Bible Reference/Bible Studies**

*Lord, Teach Me to Study the Bible in 28 Days*  
Kay Arthur  
Harvest House Publishers

**Bibles (Devotional and Study)**

*Archaeological Study Bible*  
Walter C. Kaiser Jr., Duane Garrett  
Zondervan

**Bibles (General)**

*The Message Remix: Pause*  
Eugene H. Peterson  
NavPress

**Children's Fiction**

*Gigi, God's Little Princess: The Royal Tea Party*  
Sheila Walsh  
Tommy Nelson/Thomas Nelson

**Children's Media (DVD/Video)**

*LarryBoy and the Bad Apple*  
VeggieTales  
Big Idea

**Children's Nonfiction**

*God's Little Princess Devotional Bible*  
Sheila Walsh  
Tommy Nelson/Thomas Nelson

**Christian Living**

*Epicenter*  
Joel C. Rosenberg  
Tyndale House Publishers

**DVD/Video**

"NOOMA": *Rich*  
Rob Bell  
Zondervan

**Evangelism**

*Just Walk Across the Room*  
Bill Hybels  
Zondervan

**General Fiction**

*Night Light*  
Terri Blackstock  
Zondervan

**General Gift Product**

*The Bride's Bible*, NCV  
Nelson Bibles/Thomas Nelson

**Music**

*Coming Up to Breathe*  
MercyMe  
INO Records

**Mystery/Suspense**

*House*  
Frank Peretti, Ted Dekker  
WestBow Press/Thomas Nelson

**Paper/Stationery**

Pass-It-On Card "Don't Worry Be Hoppy"  
Dianna Marcum  
Universal Designs

**Personal Growth/Prayer**

*Prayer*  
Philip Yancey  
Zondervan

**Relationships**

*For Men Only*  
Shaunti & Jeff Feldhahn  
Multnomah Books

**Social Issues**

*Jerusalem Countdown*  
John Hagee  
FrontLine

**Spanish**

*El Cielo*  
Randy Alcorn  
Tyndale Español

**Wall Décor**

As for Me and My House plaque #93820  
Carpentree

**Women's Fiction**

*Found*  
Karen Kingsbury  
Tyndale House Publishers

**Women's Nonfiction**

*Embrace Grace*  
Liz Curtis Higgs  
WaterBrook Press

**Youth/Teen**

*A Young Woman's Walk With God*  
Elizabeth George  
Harvest House Publishers