

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)

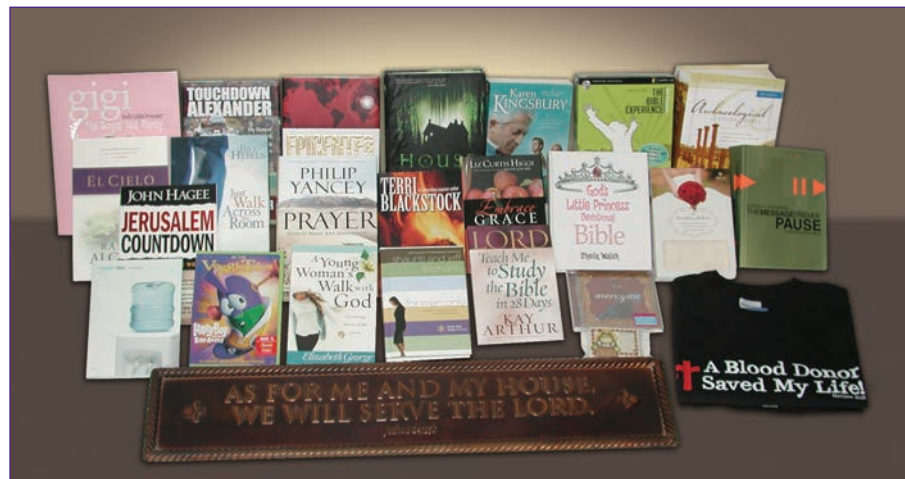
and Philip Yancey's popular book *Prayer* (Zondervan). However, in another category, Personal Growth/Prayer, Yancey's *Prayer* won the award.

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.

RETAIL WINNERS

All retailers who voted in the Retailers Choice Awards were entered in a random drawing. Each winner will receive hundreds of dollars worth of product nominated for this year's awards program. The four winners were:
 Gail Davis, owner, On Eagle's Wings Christian Bookstore in Louisa, Ky.
 Carolyn Evans, manager, children's, youth & fiction, at Potomac Adventist Book & Health Food Store in Silver Spring, Md.
 Nancy Hines, manager, The Well Bookstore in Leawood, Kan.
 Susan Peters, owner, New Life Books in High Point, N.C.

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