

Retailers Choice Awards 2011 Winners Announced

Christian retailers across the country have chosen the winning products in the 11th annual Retailers Choice Awards, sponsored by *Christian Retailing* magazine. Among a record 350-plus nominations in 39 categories, 41 winners were voted as best of the year.

Tyndale House Publishers and Thomas Nelson tied for the most wins, with eight each. Tyndale had 10 finalists and Thomas Nelson 25 finalists in the running.

Sarah Young's devotional writing fared well with two wins: *Jesus Calling: 365 Devotions for Kids* (Children's Nonfiction) and *Jesus Calling: Deluxe Edition in Backlist*, both from Thomas Nelson.

Best-selling author and pastor David Platt won the Audio award for *Radical* (christianaudio) and a Christian Living: Spiritual Growth award for *Radical* (WaterBrook Multnomah). Beth Moore's *So Long, Insecurity* was tops in Women's Nonfiction, while the Spanish version won in the Spanish category.

Other standouts included *Bonhoeffer*, a best-seller of critical acclaim by Eric Metaxas (Thomas Nelson), *Forgotten God Study Resource* by Francis Chan (David C. Cook) and *The Action Bible* by Doug Mauss, general editor, and Sergio Cariello, an illustrator of DC Comics and Marvel Comics fame (David C. Cook).

Introduced in 2001, the Retailers Choice Awards have been increasingly acknowledged as an important way of recognizing some of the most significant new life-changing products in the Christian retail industry.

Retailers were asked to judge nominations on the impact they

have had on staff and customers, including their ability to:

- * speak to people's hearts and evoke emotion
- * open people's minds to new ways of thinking
- * encourage and affirm Christ-like living.

Finalists were announced in early April, prior to the presentation of the awards Tuesday, April 26, at Retailing ReBoot 2011, held April 26-28 at the Florida Hotel and Conference Center in Orlando, Fla. For more information on the event, go to .

Audio

Radical
David Platt
christianaudio

Auto/Biography

Bonhoeffer
Eric Metaxas
Thomas Nelson

Bible Reference/Study

The New How to Study Your Bible
Kay Arthur, David Arthur, Pete De Lacy
Harvest House Publishers

Charismatic

Everyone's Guide to Demons & Spiritual Warfare
Ron Phillips
Charisma House

Children's Fiction

Letters to God
Patrick and Heather Doughtie
Tammie Lyon, illustrator
Zonderkidz (Zondervan)

Children's Nonfiction

Jesus Calling: 365 Devotions for Kids

Sarah Young

Adapted by Tamara Fortner

Thomas Nelson

Christian Education

Instant Bible Lessons for Preschoolers: God Helps Me

Pamela J. Kuhn

Rainbow Publishers/Legacy Press

Christian Living: Practical Life

Bringing Up Girls

Dr. James Dobson

Tyndale House Publishers

Christian Living: Spiritual Growth

Heaven Is for Real

Todd Burpo with Lynn Vincent

Thomas Nelson

Christian Living: Spiritual Growth

Radical

David Platt

WaterBrook Multnomah Publishing Group

Church & Culture

Transformational Church

Ed Stetzer & Thom S. Rainer

B&H Publishing Group

Devotionals

Good Morning, Lord

Sheila Walsh

Thomas Nelson

Eschatology

Can America Survive?

John Hagee

Howard Books

Evangelism

The Questions Christians Hope No One Will Ask

Mark Mittelberg

Tyndale House Publishers

Fiction (Contemporary Romance)

Lydia's Charm

Wanda E. Brunstetter

Barbour Publishing

Fiction (General)

Her Mother's Hope

Francine Rivers

Tyndale House Publishers

Fiction (Historical Romance)

Here Burns My Candle

Liz Curtis Higgs

WaterBrook Multnomah Publishing Group

Fiction (Mystery & Suspense)

The Twelfth Imam

Joel C. Rosenberg

Tyndale House Publishers

First-Time Authors

The Devil in Pew Number Seven

Rebecca Nichols Alonzo with Bob DeMoss

Tyndale House Publishers

Health and Fitness

Eat This and Live! for Kids

Don Colbert, M.D.

Siloam (Charisma House)

Prayer

The Power of a Praying Life

Stormie Omartian
Harvest House Publishers

Reformed

Jesus: The Only Way to God
John Piper
Baker Books (Baker Publishing Group)

Relationships

Love and Respect for a Lifetime
Dr. Emerson Eggerichs
Thomas Nelson

Social Issues

Life in the Balance
Joni Eareckson Tada & Friends
Regal (Gospel Light)

Women's Nonfiction

So Long, Insecurity
Beth Moore
Tyndale House Publishers

Youth/Teen

Devotions for the God Girl
Hayley DiMarco
Revell (Baker Publishing Group)

General Gift Product

Weapons of Our Warfare T-shirt
Kerusso

Gift Book

The Butterfly Effect
Andy Andrews
Thomas Nelson

Gift Book

You Changed My Life

Max Lucado
Thomas Nelson

Wall Decor

Full Armor of God Sculpture Plaque #11707
Moments of Faith
Lighthouse Christian Products Co.

Backlist

Jesus Calling: Deluxe Edition
Sarah Young
Thomas Nelson

Children's Media

In the Beginning
What's in the Bible? #1
Phil Vischer
Tyndale House Publishers

Curriculum (Nontraditional)

The Reason for God
Timothy Keller
Zondervan

Curriculum (VBS)

SonQuest Rainforest VBS Super Starter Kit
Gospel Light

DVD/Video: Book/Bible Study

Forgotten God Study Resource
Francis Chan
David C. Cook

DVD/Video: Movie & Comedy

Insanitized
Tim Hawkins
Crown Entertainment

Marketing/Promotion Campaign

DayMaker Gift Rack Program
Barbour Publishing

Spanish

Hasta Luego, Inseguridad
Beth Moore
Tyndale House Publishers

Of the retailers who completed the ballot, six were selected for the prize of hundreds of dollars' worth of the nominated products, and one was chosen to receive an Amazon Kindle e-reader. The winning stores also were announced at Retailing ReBoot.

Winner of Kindle:

Kevin Stern
Dallas Theological Seminary Book Center
Dallas

Winners of products:

Bill Mead
Christian Words & Works
Lufkin, Texas

Peggy Shearon
Cokesbury
Nashville, Tenn.

Rachel Savage
The Chapel Store
West Melbourne, Fla.

Davina Fabritiis
The Chapel Store
West Melbourne, Fla.

Geni Hulsey
Tallowood Book Shop

Houston, Texas

Rachel Billings

The Lighthouse Christian Book and Gift Store
Salina, Kan.