

"Parents" Magazine And JCPenney Portraits Team Up To Find America's Cutest Kid Cover Model

Submit a Photo of Your Little Cutie through the Parents Magazine Facebook Page for a Chance to be on the November 2014 Cover

NEW YORK, March 31, 2014 /PRNewswire/ -- **Parents** magazine is partnering with **JCPenney Portraits** to give families across the country another way to enter its popular 2014 Cover Model Contest. JCPenney Portraits is offering readers a free sitting fee, free digital image, and free 8x10 portrait with a coupon that can be found in the May 2014 issue of *Parents* magazine or at jcportraits.com/Parents. The winner will have the opportunity to be featured on the cover of a future issue of the magazine.

As always, parents may also submit personal photos. All submissions can be made through *Parents* magazine's Facebook page or parents.com/JCPPortraits for professional JCPenney Portraits images.

"Every year we're flooded with thousands of smiling faces and we love connecting with our readers in such a meaningful way," said Dana Points, Editor-in-Chief of *Parents* magazine. "We're thrilled to partner with JCPenney Portraits because it opens up an additional opportunity to use a professional photograph for entry for our readers. I personally know our editors will have a tough – but enjoyable – task ahead of them choosing finalists from the many adorable submissions."

To enter the contest, parents of children ranging from newborns to 6 years of age can upload a photo of their child to the *Parents* magazine [Facebook page](#), or upload their professional JCPenney Portraits image to parents.com/JCPPortraits. The contest begins March 31 and runs through June 21, 2014. Readers are invited to vote for the "Readers' Choice" finalist July 7 to July 13 at Parents.com.

All finalists, including one "Readers' Choice" finalist, will be flown to New York City with their parents for an exciting, professional cover shoot during August 2014. The grand-prize winner, chosen by editors, will have the opportunity to be featured on the cover of a future issue of the publication.

"We are excited to partner with *Parents* magazine for their 2014 Cover Model Contest," said Brittany Collette, Photographic Specialist for Lifetouch Portrait Studios Inc., which owns and operates JCPenney Portraits. "Like the smile of a child, our partnership with *Parents* magazine is picture perfect! We'll capture the portrait and make it easy for parents to enter those smiles in the 2014 Cover Model contest."

For complete guidelines and contest rules, pick up the latest print issue of *Parents* magazine, *Parents* tablet edition, visit the *Parents* [Facebook page](#) or www.parents.com/covercontest. For the free JCPenney Portraits contest offer, visit jcportraits.com/Parents.

About *Parents*

Parents was founded in 1926 and, along with *American Baby*, *FamilyFun*, and *Ser Padres*, makes up the Meredith Parents Network portfolio of parenthood brands. *Parents* is the leading voice for a community of more than 15 million moms who are engaged and inspired by the brand's trusted content. In turn, these moms enlighten and inspire others by joining ongoing conversations about parenthood via Parents.com as well through *Parents*' robust presence on Facebook, Pinterest, Twitter, Instagram and Tumblr. *Parents* is dedicated to engaging and inspiring moms with the information they need, wherever they go.

About JCPenney Portraits

JCPenney Portraits specializes in images of newborns, toddlers, siblings and entire families. Whether you're celebrating a special occasion or just want to catch an everyday moment, JCPenney Portraits will capture it for you. Located in more than 500 JCPenney stores, the studios are owned and operated by Lifetouch Portrait Studios Inc. JCPenney Portraits photographers are trained on unique posing, lighting techniques and portrait designs to fit your whole family.

For more information about *Parents*, contact:

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For more information about JCPenney Portraits, the free portrait offer and portrait images, contact:

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