

## **\$10,000 Literacy Promotion Award Applications Being Accepted**

Are you acquainted with a worthy literacy or book promotion project? The USBBY IBBY Asahi Reading Promotion Award Committee is now accepting proposals for the 2008 award, to be conferred at the 31st IBBY World Congress (September 7-10, 2008, Copenhagen). The USBBY Asahi nominating committee (Rusty True Browder, Marilyn Hollinshead, and Elizabeth Hostetler) will select one application to submit, on behalf of our national section, to the international IBBY Asahi committee. The USBBY Board particularly welcomes applications from programs based in the United States. The deadline for applications/proposals to our national section is May 15, 2007. The chosen one will be submitted to the IBBY Asahi Jury by June 30, 2007, as the USBBY committee's nomination.

Presented biennially, the award is given to two groups or institutions (not an individual) that by their outstanding activities are judged to be making a lasting contribution to book promotion programs for children and young people. The prize is awarded for a specific project (rather than to the ongoing overall activities) of an organization. Criteria for judging applications include: how well the project supports IBBY's Mission Statement, existing or potential support from additional funding sources, two-year prior existence and sustainability, impact upon a stated target audience, originality and innovation, ability to be a model (replicability), use of materials of high literary quality, and results which can be evaluated. The IBBY jury is looking for non-governmental, grass-roots level projects which aim at reaching disadvantaged young people.

All regulations and application documents may be downloaded from <http://www.pixelwater.com/ETB/Asahi>. To be sent an application and the regulations governing this award, please contact Rusty True Browder at [rbrowder@pixelwater.com](mailto:rbrowder@pixelwater.com) or call (617) 803-8250. Be sure to include a clear contact name and full mailing instructions. Completed applications must be postmarked by May 20, 2007, and sent to USBBY Asahi Committee, c/o Browder, 177 Aspinwall Avenue, Brookline MA 02446.

The IBBY-Asahi Reading Promotion Award was established in 1986 by IBBY (International Board on Books for Young People) under the generous sponsorship of Asahi Shimbun, a Japanese newspaper company, to commemorate the 20<sup>th</sup> IBBY Congress in Tokyo. The Award is given biennially to two non-profit making groups or institutions; it consists of a diploma and a sum of US\$ 10,000, which will be given to each winner to encourage its activities in the future. To read more about the Asahi award and past winners, see the web pages at <http://www.ibby.org/index.php?id=272>

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