



This year:
October 12-18, 2008

Next year:
October 18-24, 2009

- WHO** Teen Read Week™ is an adolescent literacy initiative of the Young Adult Library Services Association (YALSA), a division of the American Library Association. YALSA welcomes nonprofit supporting organizations and corporate sponsors to help promote this literacy program. The 2008 National Corporate Sponsor is Mirrorstone Books an imprint of Wizards of the Coast. Promotional Partners include ALA Graphics, Galaxy Press, Little Brown Books for Young Readers, Scholastic Books and Zest Books.
- WHAT** Teen Read Week is a national literacy initiative aimed at teens, their parents, librarians, educators, booksellers and other concerned adults. It began in 1998 and is celebrated the third week in October.
- “Teens deserve a wide horizon of books,” says author Naomi Shihab Nye. She continues, “They read and the world opens up.” The main theme for the Teen Read Week initiative is “Read For The Fun Of It,” and a sub-theme that changes each year serves as a basis for developing programs in schools, public libraries, and bookstores. This year’s sub-theme **“Books With Bite @ your library,”** encourages librarians and educators to use edgy and interesting books and materials as tools for getting young adults to read. If you would like to recommend a theme for 2009, please send it to yalsa@ala.org.
- WHERE** At thousands of public & school libraries, classrooms, and bookstores everywhere.
- WHY** Although teens realize the importance of reading, they have a wide variety of activities to choose from when deciding how to spend their free time, and reading gets lost in the shuffle. Research shows that reading skills get rusty when they are not used, and the National Assessment of Educational Progress (NAEP) reports that during the last 20 years there have been only modest gains in reading achievement. Moreover, many active literacy campaigns exist, but very few of these focus on teenagers.
- HOW** Your support, while providing your organization with high profile recognition, will help YALSA provide teens with recommended reading lists and other resources, as well as provide librarians and educators with free books, media kits and programming resources that encourage librarians nationwide to plan events and programs that get teens reading and excited about literature. Information is provided through our web site, discussion lists, publications, press releases, PSAs and other means to reach the widest possible audience.
- MORE** Access our web site at www.ala.org/teenread or contact Beth Yoke, Executive Director, at 312.280.4391, or byoke@ala.org for more information about how YALSA and your organization can work together for mutual benefit.



MIRRORSTONE™

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