

2006 Annual Conference  
New Orleans, LA  
June 22-28, 2006

**Topic:** Teen Read Week™

**Background:** YALSA will celebrate its 9<sup>th</sup> TRW Oct. 15-21<sup>st</sup>, 2006. This year's theme is **Get Active @ your library**. The TRW web site ([www.ala.org/teenread](http://www.ala.org/teenread)) was launched in April. Planning for this year continues.

**Action Required:** Information Only

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- As of the end of May, 141 individuals have registered for TRW.
- To date, YALSA has 3 promotional partners: Harcourt, Orca and Simon & Schuster. Partnerships begin at \$2,500.
- ALA's Development Office has been working to secure a corporate sponsorship. We are offering corporate sponsorships beginning at \$75,000. They've been in touch with:
  - Office Depot – They were interested, so we pitched to them, then they fell off the face of the planet.
  - Paramount — They contacted the ALA DO and Joan Claffey got them interested in TRW. On their request, we sent them collateral etc. last week to show them how we've worked with other movie companies. They're interested in promoting a Hilary Swank movie.
  - Warner Bros. — Nancy Drew movie coming up they want to promote. They're more interested in Teen Tech Week, so we're pursuing that through the DO.
- We have a completely redesigned product line for TRW '06 (see agenda item #27).
- The following individuals have signed on to be National TRW Co-Chairs:
  - Kevin Hartman from the LA Galaxy MLS Soccer Team
  - Chris Armas from the Chicago Fire MLS Soccer Team
  - Kimmie Meissner, World Champion Figure Skater
  - Other possibilities:
    - Carlos Mencia (comedian w/ show on Comedy Central)
    - Tia Mowry (actress best known for the Sister Sister TV show)
- TRW Kick Off events: these are still being planned. We have them tentatively scheduled for:
  - Oct. 16<sup>th</sup> in Glendale, CA at the Glendale Public Library with Rey Mysterio, Kevin Hartman and an author(s) TBA
    - Carlos Mencia is another possibility
  - Oct. 17<sup>th</sup> in Schaumburg, IL at the Schaumburg Twp. Library with Chris Armas and an author TBA
  - Possibly Detroit sometime during TRW

- WWE will be doing a poster again, and they want to implement a reading incentive program that launches during TRW and runs to March. Here's what they're proposing:
  - to expand the WrestleMania Reading Challenge and offer it as a program to all YALSA members. Each teen participant will be asked to read 10 books and two magazines, between Teen Read Week and the end of January 2007. Two books will be required reading. Each participant will be required to submit a reading log that describes the books that have been read, along with a short 300 word essay or poster describing/portraying some aspect of the two required books. In February 2007, each library will be encouraged to hold a battle of the books (focusing on the 2 required reads), with the top three winners receiving prizes from WWE, ranging from tickets to events to merchandise.