

YALSA Board of Directors Meeting  
ALA Midwinter Meeting, Seattle  
January 19-24, 2007

**Topic:** Teen Read Week '06 Wrap Up

**Background:** Oct. 15 – 21, 2006 was YALSA's 9<sup>th</sup> annual TRW.

**Action Required:** Information

---

- **Registration:** 3,385 individuals registered to participate in TRW and 490 registered to participate in the WrestleMania Reading Challenge.
  - Last year 4,630 people registered for TRW.
- **Partners & Sponsors:** YALSA had 7 Promotional Partners for TRW and no Corporate Sponsors. The total donations were \$56,000: \$11,000 cash and \$45,000 in-kind. This is about \$4,000 less than last year.
- **Products:** Sales of TRW products were up over 50% from last year. For the 12 months of the 2005 TRW campaign, we sold about 8,261 items total. For the 2006 campaign, we sold 12,378 items.
- **Events:** YALSA sponsored two national kick-offs: one outside of LA in Glendale, CA and one outside of Chicago in Schaumburg, IL.
- **Press:** According to PIO, press reached 22 million readers. ProMedia sent out press releases and media alerts to more than 1,800 education, teen, celebrity and feature reporters. The radio PSA with Meg Cabot was aired on 14 radio stations in NY, LA and Chicago.
- **Web Site: ?**

**TRW 2007 (the 10<sup>th</sup> TRW)**

- **Dates:** Oct. 14-20
- **Theme:** teens voted for LOL @ your library. Variations on the theme might include:
  - Humorous fiction (books, graphic novels, short stories, joke books, poetry, etc.)
  - Humorous nonfiction (memoir, autobiography, etc.)
  - Comics, cartoons, etc.
  - E-books/books and technology
  - Tall tales