

From: "Beth Yoke" <byoke@ala.org>
Subject: **WrestleMania Reading Challenge contest**
Date: February 20, 2009 1:14:23 PM EST
To: <jillwhitson@greene.k12.nc.us>

Ms. Whitson,

Congratulations to each of you for having a winning teen patron in YALSA's WrestleMania Reading Challenge! William Haggerty is a regional winner for his grade category. Because one of your teen patrons won, your library will receive \$2,000, generously donated by World Wrestling Entertainment & Mattel for the purchase of items for your teen collection. Please respond to this email and let me know who the check should be made out to and where it should be mailed.

Also, YALSA will be issuing a press release announcing the winners and YALSA's Communication's Specialist, Stephanie Kuenn, may be in touch with you for a quote. We'd also like to encourage you send your own announcement to your local newspaper. There is a sample press release that you can download and adapt here:

<http://www.ala.org/ala/mgrps/divs/yalsa/teenreading/wrmc/SampleFinalPressRele.doc>

If your local newspaper does print an article about your library and the WrestleMania Reading Challenge, I would greatly appreciate it if you could send me the URL to it, or send me a hard copy for YALSA's records.

For the championships in Houston, your teen patron is expected to read *Soccer Chick Rules* by Dawn Fitzgerald, for grades 7-8, or *Shift* by Jennifer Bradbury for grades 9-12. Your teen winner will be sent a copy of the book to help him/her prepare for the trivia questions that will be asked of them at the championships.

If you would like to send a thank you to WWE and Mattel, here is the contact information:

Ms. Sue Aitchison, Community Relations Manager
World Wrestling Entertainment
1241 E. Main St.
Stamford, CT 06902

Ms. Deidre Lind, Executive Director
Mattel Philanthropy Programs & Children's Foundation
333 Continental Blvd. M-1/0807
El Segundo, CA 90245

Please don't hesitate to get in touch if you have any questions or concerns and congratulations on winning this contest!

-Beth

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www.ala.org/teentechweek

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