

**FOR IMMEDIATE RELEASE** Contact: Ann Speltz (224) 233-2030

## ***CALL FOR ENTRIES FOR 2011 BRIDGE TO UNDERSTANDING AWARD***

The Bridge to Understanding Award sponsored by the United States Board on Books for Young People (USBBY) is seeking applicants for the 2011 award. The award recognizes a program that promotes reading children's literature as a way to expand a child's world. It was established in memory of Arlene Pillar, an educator who served USBBY as newsletter editor from 1984 until her untimely death in 1990. The award carries a monetary prize of \$1,000 and a certificate.

Any organization (schools, libraries, clubs, scout troops) within the United States that presents a program for children using children's literature and reading as a way of promoting a deep understanding of one or more cultures of countries other than the United States is eligible to apply. Programs should be based in a broad understanding of culture as ways of living and being in the world that go beyond the surface features of food, fashion, folklore, famous people, and festivals. Preference will be given to programs that focus on contemporary life and culture. The targeted cultures should not be those from which the majority of the children participating in the program have come.

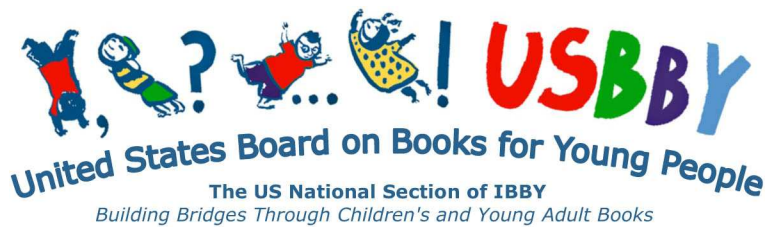
The program may be a one-time event or an ongoing series that serves children ranging in age from kindergarten through tenth grade. The selection committee will consider such criteria as the care with which books are selected and presented to children in the program, the depth of cultural understanding that the program supports, the number of children reached by the program and the impact on the community as demonstrated by publicity coverage or anecdotal evidence. To be considered, the program must occur within 2010.

Application forms are available online at [www.usbby.org](http://www.usbby.org), or from the USBBY Secretariat, 5202 Old Orchard Road, Suite 300, Skokie, IL 60077. Email: [Secretariat@usbby.org](mailto:Secretariat@usbby.org) Phone: (224) 233-2030. Deadline for submissions is January 31, 2011. The award will be presented in 2011 at the annual IRA, ALA, or NCTE Convention, or at a mutually agreeable place and time.

**USBBY Executive Secretary**  
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5503 N. El Adobe Drive  
Fresno, CA 93711, USA  
Phone: 559-351-6119  
Email: [Executive.Secretary@usbby.org](mailto:Executive.Secretary@usbby.org)

**USBBY Secretariat**  
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Phone: 224-233-2030  
Email: [Secretariat@usbby.org](mailto:Secretariat@usbby.org)

[www.usbby.org](http://www.usbby.org)



## **CRITERIA FOR THE 2010 BRIDGE TO UNDERSTANDING AWARD**

1. Program must be sponsored by an organization (schools, libraries, clubs, scout troops) within the United States.
2. Program must promote reading as a way to expand a child's world.
3. Program must use books and reading as a way of promoting an understanding of one or more cultures of countries other than the United States. The targeted cultures should not be those from which the majority of the children participating in the program have come.
4. Program must focus on cultures of individual countries rather than on continents as a whole. A program may include cultures of same or all countries on a continent or culture from a selection of countries from various continents.
5. Stereotypes or traditional costumes without cultural authenticity and contemporary significance to a culture will disqualify the entry. Preference will be given to current rather than traditional culture.
6. The program may be a one-time event or an ongoing series that serves children ranging in age from kindergarten through tenth grade.
7. In order to be considered, the program must occur within 2010. The program may begin in a prior year and extend into the eligible year. Entire project must be described and submitted by January 31st of the year immediately following the year in which the project is completed. An ongoing program may be submitted but must be fully described.
8. Goals for the program must be stated and the program must meet the stated goals. How it reaches the goals must be described.
9. The impact on the community must be demonstrated by publicity coverage or anecdotal evidence.

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Email: [Secretariat@usbby.org](mailto:Secretariat@usbby.org)

## USBBY Bridge to Understanding Application

1. Institution Name \_\_\_\_\_  
\_\_\_\_\_
  
2. Mailing Address \_\_\_\_\_  
\_\_\_\_\_
  
3. Contact Person \_\_\_\_\_ E-mail Address: \_\_\_\_\_
  
4. Phone Numbers (Day) \_\_\_\_\_ (Evening) \_\_\_\_\_
  
5. Type of Institution (mark one): \_\_\_\_\_ School \_\_\_\_\_ Library \_\_\_\_\_ National Organization  
\_\_\_\_\_ Local Agency \_\_\_\_\_ Other (describe)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
  
7. Title and brief description of program  
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\_\_\_\_\_  
\_\_\_\_\_
  
8. On reverse side, or on a separate sheet of paper, write a one-page explanation of how your program meets the award goals and criteria. Program description must specify the purpose of books as part of the program, giving examples of their use. A list(s) of book titles involved must accompany program explanation.

## USBBY Bridge to Understanding Application

9. Date(s) program occurred: \_\_\_\_\_

10. Budget for program: \_\_\_\_\_

11. Source of funding: \_\_\_\_\_

12. Please list below all materials submitted:       Enclosed       Sent under separate cover

(Materials can include typed reports, scrapbooks, photos, photocopies of promotional and publicity materials, video documentation, and lists of books used in the program. Materials submitted will not be returned, except in the case of unusual circumstances, but will become the property of USBBY and may be exhibited or reproduced with proper credit given to submitting institution.)

Submitted on behalf of the institution by:

Name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_