



PBS 45 & 49

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FOR IMMEDIATE RELEASE

PBS 45 & 49 invites children to enter Reading Rainbow's 11th Annual Young Writers & Illustrators Contest

Children in grades K-3 are invited to submit their original stories to PBS 45 & 49 for local prizes and a chance to compete at the national level

KENT, Ohio — Friday, January 21, 2005 — Encourage your children to put their creative minds in motion! PBS 45 & 49 invites children to discover the fun and power of imagination by entering the **11th Annual Reading Rainbow Young Writers & Illustrators Contest**. The contest encourages children in four grade levels — kindergarten, first, second and third grades — to submit their original stories and illustrations to PBS 45 & 49 for local prizes and a chance to compete at the national level.

To obtain an entry packet, parents, teachers and students can call PBS 45 & 49 at 330-677-4549 or 1-800-554-4549. Entry forms and other contest information can also be downloaded from the PBS 45 & 49 web site at <http://www.pbs4549.org>. Follow the **Reading Rainbow Contest** links. Entry packets also are available in local libraries. **Contest entries must be postmarked by Tuesday, March 1, 2005.**

Local winners will be announced Saturday, March 19 at 11:30 am at Summit Mall in Akron as part of the PBS 45 & 49 Family Expo. PBS 45 & 49 will also announce winners on air on Monday, March 21 at 10:55 am & 11:25 am, immediately before and after the broadcast of **Reading Rainbow**. Winners will also be notified by phone and mail. National contest winners will be announced in June 2004.

A panel of PBS 45 & 49 personnel, local educators and children's librarians will judge entries for each of the four grade levels separately. Entries will be judged on originality, creative expression, storytelling and integration of text and illustrations. Grand prize, second and third place winners will be named in each grade level. The grand prize submissions in each category will be entered into the National Reading Rainbow Young Writers and Illustrators competitions. All entrants will receive a Reading Rainbow Certificate of Achievement signed by **Reading Rainbow** host LeVar Burton.

Local Prizes

PBS 45 & 49's four local grand prizewinners will receive \$50 bookstore gift certificates. Second and third place winners will receive \$25 bookstore gift certificates.

Reading Rainbow, the Emmy Award-winning PBS children's series starring LeVar Burton, takes viewers on unforgettable learning adventures to nurture a lifelong love of reading.

PBS 45 & 49 airs **Reading Rainbow** weekdays at 11:00 am. The series is the most-watched program in the classroom, according to the most recent Corporation for Public Broadcasting's Study of School Uses of Television and Video.

PBS 45 & 49 is owned and operated by Northeastern Educational Television of Ohio, Inc., a private, nonprofit corporation. A trusted community resource, PBS 45 & 49 uses the power of non-commercial television and related services to enrich the lives of people through high-quality programming and educational services that teach, illuminate and inspire.

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