



FOR IMMEDIATE RELEASE

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KQED Education Network Announces 15th Annual Reading Rainbow Young Writers & Illustrators Contest

Kick-off events begin with a "Pajamarama" on Friday, February 6

San Francisco, February 4, 2009 -- Get ready to write! KQED Education Network is gearing up for the 15th annual Reading Rainbow Young Writers & Illustrators Contest. Children from kindergarten through the third grade are encouraged to write and illustrate their own stories, and enter them into the popular local contest. The deadline for entries is Friday, March 20, 2009.

KQED Education Network has been leading the efforts in the Bay Area since the national launch in 1994. In 2008, we received more than 700 entries from talented young authors from all over the Bay Area. Once again, local children are invited to use their imaginations and creativity and participate. Contest rules and entry forms are available at: www.kqed.org/readingrainbow, or by calling the info line: **415.553.2453**, or by emailing readingrainbow@kqed.org. You can also find past winners' stories at www.kqed.org/readingrainbow.

KQED Education Network has teamed with Barnes & Noble Booksellers, San Mateo Public Library, and Art in Action for events to celebrate the launch of the contest.

- **Friday, February 6** from 7-8pm
Friday Night Pajamarama
Barnes & Noble Booksellers
3600 Stevens Creek Blvd
San Jose, CA 95117
- **Wednesday, February 11** from 3:30-4:30pm
San Mateo Public Library
33 West Third Avenue
San Mateo, CA 94402

Every child who participates in the contest will receive a special certificate of achievement signed by *Reading Rainbow* host, LeVar Burton. First, second, third place, and honorable mention winners will be picked from each grade level (K-3). Their gifts and prizes will be presented at a special awards ceremony on June 6, 2009 at the KQED studios.

The Reading Rainbow Young Writers & Illustrators Contest is one of many opportunities provided by KQED Education Network's Early Learning division, which teaches parents and childcare professionals how to turn PBS programming into an interactive, educational tool.

About KQED Education Network

KQED Education Network engages with community and educational organizations to broaden and deepen the impact of KQED media to effect positive change. Through parent education and professional development workshops, public screenings, multimedia resources, and special

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events, Education Network reaches more than 200,000 Bay Area residents a year and serves people of all ages, with a particular emphasis on reaching underserved communities. Learn more about its three unique services, Early Learning, Educational Services, and Community Engagement, at www.kqed.org/ednet.

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