

FOR IMMEDIATE ATTENTION

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**KQED Education Network Announces 14<sup>th</sup> Annual Reading Rainbow  
Young Writers & Illustrators Contest**  
Promotional events begin February 27

**San Francisco, February 20, 2008** -- Get ready to write! KQED Education Network is gearing up for the 14<sup>th</sup> 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 14, 2008.

KQED Education Network has been participating in the contest since its inception in 1994. In 2007, we received more than 900 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/ednet](http://www.kqed.org/ednet), or by calling the info line: **415-553-2453**, or by emailing **[ReadingRainbow@kqed.org](mailto:ReadingRainbow@kqed.org)**. You can also find past winners' stories at [www.kqed.org/ednet](http://www.kqed.org/ednet).

Throughout the Bay Area, KQED Education Network will be hosting events to celebrate the launch of the contest.

**Tuesday, February 27** from 10:30-11:30am  
Bayview – Anna E. Waden Branch Library, San Francisco

**Friday, March 2** from 6-9pm  
Barnes & Noble Booksellers at Stevens Creek, San Jose

**Saturday, March 3** from 12-2pm  
Cesar Chavez Public Library, Oakland

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 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 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](http://www.kqed.org/ednet)