

# **YALSA's 2009 – 2010 WrestleMania® Reading Challenge Toolkit**



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## Background

Ever since Teen Read Week™ (TRW) was inaugurated in 1998, many librarians have wanted to celebrate and encourage teen reading for more than just one week a year. In response to requests from librarians, the Young Adult Library Services Association (YALSA), with the support of World Wrestling Entertainment (WWE), now offers librarians the opportunity to participate in YALSA's WrestleMania Reading Challenge.

## Goal

To reach reluctant readers and get more teens reading by implementing a reading incentive program that provides prizes from WWE as a reward. YALSA's WrestleMania Reading Challenge is a program designed to encourage teens to not only continue their reading beyond TRW, but to earn a reward for doing so by offering chances to win prizes donated by WWE. This is a win-win situation for librarians because it provides you with a way to extend TRW as well as an opportunity to reach out to reluctant readers.

## Program Overview

- The program will be implemented through libraries.
- The program is for tweens and teens in grades 5-12.
- All tweens & teens will be challenged to read 10 items in their free time between Oct. 18 and Jan. 19 and keep a log of what they read.
- There are two levels of local teen participation:
  - Teens/tweens can read 10 items and keep a log (see appendix for log). When they submit the completed log, you can give them a WrestleMania Reading Challenge mini poster as a prize. Please know that supplies are limited. The mini posters you initially receive are all that YALSA is able to send.
  - Teens/tweens can read 10 items, keep a log and create a bookmark. Bookmark winners at the local level will get a WWE DVD and a Wrestlemania Reading Challenge Certificate. In addition, the winning bookmarks will be entered into the Reading Challenge regional competition.
- Each library will judge their bookmarks and pick three First Prize Winners, one from each grade group, to advance to the WrestleMania Reading Challenge Final Round. The winning entries are sent to YALSA no later than February 5, 2010. YALSA will choose 21 finalists, three from each grade group from seven regions of the country.
- A Grand Prize will be awarded to three students from each regional group who prepared the best bookmark from that geographic region for their grade category (one from grades 5-6, one from grades 6-7, and one from grades 9-12). Grand Prize winners will win \$2,000 for their library, a trip to Phoenix to see WrestleMania 26 and also get the chance to compete to be the WrestleMania Reading Challenge Tween World Champion (grades 5-6), Junior World Champion (grades 7-8), and Senior World Champion (grades 9-12).
- In order to participate at the National Championship level, the seven qualified teens in grades 5-6 are required to read *There's a Girl in My Hammerlock* by Jerry Spinelli (Simon & Schuster, 1991); the seven qualified teens in grades 7-8 are required to read *Saturday Night Dirt*, by Will Weaver (Farrar, Straus and Giroux, 2008); and the seven qualified teens in grades 9-12 are required to read *Super Stock Rookie*, by Will Weaver (Farrar, Straus and Giroux, 2009). Each Grand Prize Winner will be provided with a copy of the appropriate book.
- In Phoenix, the ten Grand Prize Winners will compete for the title of Tween World Champion (grades 5-6); Junior World Champion (grades 7-8); and Senior World Champion (grades 9-12), and ringside seats at WrestleMania. The grade 5-6 competition is comprised of questions from *There's a Girl in My Hammerlock*. The grade 7-8 is comprised of questions from

*Saturday Night Dirt*. The grade 9-12 competition is comprised of questions from *Super Stock Rookie*.

- This event is sponsored by the WWE® and the Young Adult Library Services Association (YALSA) with support from Mattel.

**The official contest rules can be downloaded at [www.ala.org/wrestlemania](http://www.ala.org/wrestlemania).**

There are changes to this year's Reading Challenge, so if you participated last year, please be sure to read the new rules carefully.

### **Important Dates:**

Oct. 18 — First day of the WrestleMania Reading Challenge.

Jan. 19 — Reading period ends; all items must be read by this date.

Jan. 19 — Reading logs and bookmark designs due to sponsoring librarian.

Jan. 29 — Participating libraries must select their three winners (one for each grade category: 5-6, 7-8, and 9-12).

Jan. 31 — Each library must submit its three winning bookmarks to YALSA by this date.

Feb. 22 — After a judging period, grand prize winners for each geographic region will be named by this date.

March 27 — Grand prize winners in each category will face off at the WrestleMania Reading Challenge Championships in Phoenix to see who wins ringside seats.

### **Reading Materials:**

- Teens/tweens are required to read 10 items (chapter books, magazines, graphic novels, etc.), and keep track of what they read via a reading log (a sample is provided in the toolkit). Teens/tweens who do not complete their reading log are not eligible to enter in the bookmark contest to win the grand prize.
- The items teens/tweens read must not be required reading for class and the reading must be done in their free time.
- Teens/tweens will keep a log of what they read and turn it in to their librarian in order to be eligible for the prizes. In order to be eligible for the grand prize, they must submit a bookmark for the contest. A sample log is provided in the Appendix. Please note that reading logs do NOT need to be submitted to YALSA. Only the winning bookmark entries need to be turned in to YALSA.

### **Bookmark Contest:**

- Teens/tweens are asked to design a bookmark which includes a slogan that promotes reading. The bookmark must be of the teen's creation. They may not receive substantive assistance, input or direction from parents, caregivers, library staff, peers, etc. Specific rules are listed on the entry form.
- Librarians and School Library Media Specialists should organize a panel of judges at each participating library. Why not use the opportunity to include the community in your library? The judging panel can be made up of teachers, PTA/PTO members, parents, local politicians and/or community members to choose the bookmark winners.
- According to the official WWE contest rules, bookmarks must be judged on: impact of the slogan; originality of the design; relevance of the graphics/images to the slogan; and overall visual appeal.

## **Implementation**

### **Launch Program:**

- See further in this toolkit for ideas
- Check YALSA's wiki for updates and to share your ideas at <http://wikis.ala.org/yalsa>

### **Teens Read & Create Bookmarks:**

- Help teens find reading materials that appeal to them by creating displays, providing readers' advisory and/or conducting book talks.
- Consider techniques that help teens select books that aren't too time-consuming for you. One trick is to put stickers on books. Address labels work fine for this. Type a teaser on the labels and put on appropriate books. Examples:
  - Someone dies, tear jerker, love story, murder most foul, banned book, lots of pictures, will creep you out, they live happily ever after, guaranteed to make you laugh, etc.

### **Implement Programming throughout the Contest**

- To keep teens' interest high, and to ensure that they have access to a wide variety of reading materials, host a program periodically that is related to YALSA's WrestleMania Reading Challenge.

### **Judge the Contest Entries**

Bookmarks can be sent to judges ahead of time for scoring with a score sheet that you create. Judges may want to narrow down the entries in advance, and then meet to discuss their choices and select the winners. Choose judges from a wide range of backgrounds (parents, teachers, local politicians, Friends of the Library, etc.), provide them with refreshments and follow up with a thank you note.

### **Host a Culminating Event & Announce the Winners:**

- See page 8 of this toolkit for ideas. Reward any individual who completed the reading log or entered the contest. Be sure to get publicity for your library and for the winners.

### **Launch Ideas**

Work with your Teen Advisory Group (TAG) to brainstorm, plan and implement a special launch of the Reading Challenge. Some ideas to consider:

- Conduct book talks to English classes and mention the WrestleMania Reading Challenge. Choose books for the talks that would appeal to reluctant readers, and make an effort to visit lower level and/or remedial English classes.
- Conduct book talks and promote your Wrestlemania Reading Challenge launch programs to local scouting troops and home school students.
- Hang a poster and offer the reading logs at local churches, cafes, recreation centers, coffee houses, schools, etc. Ask your teens where they hang out to reach the biggest teen audience.
- Put a teaser on your library's website, blog, My Space page, newsletter, etc. that says "Win a Trip to WrestleMania! Visit the library on [fill in the date here] to find out how." Choose an evening or weekend day to host a brief, fun informational session about the Reading Challenge. Provide refreshments and hand out the reading logs.
- Ask your TAG members if they could use their social networking sites to promote the Reading Challenge.
- Use Twitter to promote the launch and Wrestlemania Reading Challenge. Tweet links to books in your catalog that would appeal to reluctant readers.
- Contact the wrestling coaches at your local schools and tell them about the Reading Challenge.

- Leading up to your launch, have a Wrestling Passive Program that is some kind of quiz. When the teens turn in their answers, provide them with a piece of candy and a flyer for your launch. During the Challenge, you could provide them with reading logs upon turning in their answers.
- Wear a button at work that says “Ask me how to win a trip to WrestleMania!”

## **Programming Ideas**

Work with your Teen Advisory Group (TAG) to brainstorm, plan and implement activities to promote the Reading Challenge and to draw reluctant readers in to the library by planning regular events during the Reading Challenge and offering online information and resources. Consider collaborating with local organizations and businesses to hold some of the events outside the library at schools, community centers, shopping malls, coffee shops and other places teens in your community hang out.

### **King of the Ring**

Have your TAG identify 20 or so of their favorite books. Create a display in the library with the 20 books in a mini-wrestling ring. Have teens vote to eliminate a book a week in an effort to identify the best teen book of all time. The last book left in the ring is, the best book, or the King of the Ring.

Variations to this program include using YA authors instead of particular titles or using books about fantastical royalty, such as King Arthur.

### **New Wrestlers**

For this creative art project, teens create their own WWE character, including name, personality, history, signature moves and “look.” They could assemble a composite from existing wrestlers, or put together a whole new creation. Using old wrestling magazines, or any magazine with suitable body parts, they could cut and paste and create their own new wrestler, perhaps even going so far as to create cards with pictures and statistics.

A variation on this theme would be to have teens create a My Space for their fictitious character, or to use computer software to create the character instead of cutting and pasting magazines.

### **Dress Like a Wrestler**

Hold a costume designing contest. Purchase second-hand clothes or ask for staff donations and have the teens and tweens piece an outfit together in 20 minutes or less. Record the “fashion show” and post the video on your library’s website.

Have tweens and teens decorate a cardboard or foam cut-out of a championship belt. Use yellow construction paper or foam so it resembles the gold part. Purchase colored crystals or “gem stones” at a craft store. Use either double-sided tape or a hot glue gun to affix the jewels. Use black permanent markers for personalization.

### **Name a Wrestler**

Create a wrestler’s name using the method in “The Name-Your-Rock-Band Chart” from *Blue Lipstick: Concrete Poems* by John Grandits. Make three columns; one of first names; one of animals/tools/cars; and one of last names. Then, have the teens pick one from each column. Example: Jessica “The Hammer” Smith. Or, purchase magnetic poetry and have the teens arrange it to create a name.

## **Movie Time**

Consider showing movies about wrestling, such as *Lipstick and Dynamite* or *Beyond the Mat*. Be sure to provide refreshments. You could also host a film festival of films made from books as a means of enticing teens to try reading the book, too.

## **WWE Fearless**

In this spin-off of “Fear Factor” meets “Truth or Dare,” teens are given a choice of tasks. They can select between answering WWE or book trivia or performing disgusting acts like eating pickled pig’s feet, sardines, chocolate covered insects, etc. Give winners books, gift certificates, etc. as prizes.

## **As the WWE Turns**

In this creative writing project, teens pick their favorite faces (heroes) or heels (villains) and rewrite their story lines. Teens can create new feuds and storylines, or alter what is known to be true between the stars of WWE. For an extra twist, try using *The Official Movie Plot Generator: Hilarious Movie Plot Combinations* by the Brothers Heimberg for extra humorous starts. Have teens vote on their favorite new storylines. Post the winners on the library’s website or in the library.

## **WWE Pictionary**

Host a WWE Pictionary Night at your library. Use the official WWE website and wrestling-related books to come up with possible Pictionary choices. Some examples to consider could be King Booker, SummerSlam, SmackDown, Raw, Jake the Snake Roberts, Turning the Tables, etc. Teens could choose the funniest pictures to be displayed in the library. Books, t-shirts and so on could be given out as prizes to the winners.

## **Electronic Gaming Tournament**

Set up a gaming tournament using the WWE Wrestling video games like Smack Down vs. Raw 2009 for the Xbox 360 (rated T for teen). Or, a fighting game like Super Smash Bros. Brawl for the Nintendo Wii (rated T for teen). This could become a challenge match with other teens giving a play by play like the TV commentators do.

## **Duct Tape Projects**

Using clear duct tape put pictures of wrestlers, their logos, etc. between the layers of the duct tape and then make wallets, purses, bookmarks or any other creative duct tape object. For more ideas on duct tape projects, go to: <http://seanm.ca/duct-tape/>.

## **Give Something Back**

Many WWE wrestlers give back to their communities by volunteering their time at local schools and/or traveling abroad to entertain troops in Iraq and Afghanistan. Conduct a paperback drive to collect books to send to troops overseas, or find out if particular families in your community may be in need of resources or services because the parent or caregiver is doing a tour of duty overseas. Contact a local National Guard Unit, veterans group or Armory and coordinate the project with them.

## **Have You Got What it Takes?**

Invite a trainer from a local gym, coach from an area school, nutritionist or other appropriate expert to share the basics of fitness and nutrition with your teens. The experts may want to discuss what type of exercise regimen and diet are appropriate for teen athletes. Teens could finish the event by developing their own exercise and diet plans, or making something nutritious from a recipe you provide. Be sure to serve healthy snacks!

## Issues in Professional Sports

Host a talk or debate about an issue that is currently hot in professional sports. Possible topics could be:

- Drug use/abuse by athletes
- Ethics (for example the Patriots/Bill Belichick being fined for videotaping other coach's signals; Tim Donaghy, the NBA ref who pled guilty to gambling on games, etc.),
- Safety (consider a book talk about former WWE wrestler Chris Nowinski's book, *Head Games: Football's Concussion Crisis*)

You could invite area experts to speak on the topic or you could organize two groups of teens to debate the issue. Consider working with the local school's debate or forensics team. Provide refreshments and create a display or handout that features library resources on the topic.

## SmackDown Book Challenge (culmination activity)

Select a time in January to host this battle of the books type of challenge. Information about the SmackDown Book Challenge can be sent to local newspapers, cable stations and radio to encourage spectators. Anyone who has submitted his or her bookmark is eligible to participate in a local final challenge.

Using librarian-made-in-advance questions from the two required reading titles, teens compete against one another in a series of rounds, with the winner being the one with the most questions answered correctly. 4-5 rounds of questions are asked, with a scorer keeping track of the number of correct answers for each participant. There should be an impartial judge, who has read the books, who can rule on the correctness of answers. In addition, an emcee can help move the challenge along and/or heighten interest while someone else reads the questions.

Personnel Needed for Event:

Judge  
Scorer  
Emcee  
Reader[s] of questions

After a set number of rounds, or when there are obvious winners, the challenge concludes. Awards should be handed out to the winners while each participant should receive a small prize as a souvenir of taking part in this challenge.

Depending upon the time of day, suitable refreshments could be served. If challenge is held in the morning, bagels and juice would be appropriate. If held in the afternoon, perhaps pizza and juice, or even popcorn and juice, would be welcome.

## Reading Suggestions

- Since this event is geared especially toward reluctant readers (at the request of WWE), you may want to develop your own display or list of titles that have appeal to this type of teen.

- Check YALSA's annual Quick Picks for Reluctant Young Adult Readers lists online at [www.ala.org/yalsa/booklists/quickpicks](http://www.ala.org/yalsa/booklists/quickpicks) . The lists go back to 1997 and are fully annotated. Please note that these titles are for 12-18 year olds.
- YALSA has a brief list of wrestling-focused reads at [www.ala.org/ala/mgrps/divs/yalsa/teenreading/trw/trw2005/wrestling.cfm](http://www.ala.org/ala/mgrps/divs/yalsa/teenreading/trw/trw2005/wrestling.cfm)
- For additional lists of recommended reading, visit YALSA's wiki at <http://wikis.ala.org/yalsa> and click on "Themed Booklists" under the Young Adult Literature heading.
- *Quick & Popular Reads for Teens*, by Pam Spencer Holley (2009) is available for purchase via the ALA Store at [www.alastore.ala.org/](http://www.alastore.ala.org/).



## Selected Extreme Sports and Other Fun Titles to Read

While these books were selected for teens, the titles on this list span a broad range of reading and maturity levels. We encourage adults to take an active role in helping individual teens choose those books that are the best fit for them and their families.

Brisick, Jamie. *Have Board, Will Travel: the definitive history of surf, skate and snow*. History of surfing, skating and snowboarding.

Caprio, Robert. *Are We There Yet?: tales from the never-ending travels of WWE superstars*. Booker T., Undertaker, Michael Cole, Al Snow, and Rey Mysterio and others of the WWE tell their stories of life on the road.

Choyce, Leslie. *Wave Warrior*. Ben learns to surf with a veteran from California.

Corrick, James. Dwayne "The Rock" Johnson. *An engaging biography of Dwayne "The Rock" Johnson*.

Crutcher, Chris. *Ironman*. Anger at his father fuels seventeen-year-old Bo's quest for victory in the triathlon.

Gallo, Donald, ed. *Ultimate Sports: Short Stories by Outstanding Writers for Young Adults*. Sports sets the background for stories of losing, winning, and growing up.

Grayson, Robert. *John Cena*. An entertaining biography of John Cena.

Harmon, Michael. *Skate*. Ian and Sammy are on the run looking for a relative that can help.

Hawk, Tony. *Between Boardslides and Burnout: My Notes from the Road*. It's his life.

Hobbs, Will. *Downriver*. Fifteen-year-old Jesse and other rebellious teenage members of a wilderness survival team abandon their adult leader, steal his van and rafts, and run the dangerous whitewaters of the Grand Canyon.

Hobbs, Will. *Far North*. Stranded in the Canadian wilderness, two boys endure a brutal sub arctic winter of bear, wolf, and moose attacks while they repeatedly struggle to escape.

Horton, Ron. *Extreme Athletes*. Biographies of six extreme sport athletes.

Hyde, Dayton O. *The Major, the Poacher and the Wonderful One-Trout River*. A fanatical fly-fisherman who dreams of landing a prize trout is challenged by a young boy.

Krakauer, Jon. *Into Thin Air: a personal account of the Mount Everest disaster*. Read about Jon Krakauer's climb that went horribly wrong.

Lipsyte, Robert. *The Contender*. What does it take to be a contender in boxing? In life?

Lipsyte, Robert. *Yellow Flag*. Kyle must drive his injured brother's race car. Does he want to drive or does he want to race to win.

Lopez, Jack. *In the Break*. Surfing is Juan Barrela's life but he drops everything to help his best friend, Jamie, get away from a bad home situation.

Lynch, Chris. *Iceman*. Fourteen-year-old Eric is a study in contrasts, emotionally insecure but an absolute animal in the hockey rink where he slams out his anger and suffering.

Macdonald, Andy. *Dropping in with Andy Mac: Life of a Pro Skateboarder*. From Big Wheels to half pipes: the world of Andy Mac.

Macy, Sue. *Winning Ways*. A photo history of women in sports.

McGrath, Jeremy and Palmer, Chris. *Wide Open: a life in supercross*. Jeremy McGrath's, champion supercross racer, personal memoir of his life and the sport.

Murphy, Claire. *To the Summit*. A climbing expedition to the top of Denali with her father takes 17-year-old Sarah on a journey of discovery deep within herself.

Patterson, James. *Maximum Ride Series*. Action packed adventure. Max is just an ordinary teenager, well accept for having wings and being able to fly. Join her while she tries to save the world.

Piven, Joshua. *The Worst-case Scenario Survival Handbook*. All you need to know to survive.

Ralston, Aron. *Between a Rock and a Hard Place*. Aron Ralston amputated his own arm in order to survive his climbing trip.

Rottman, S.L. *Slalom*. Sandro Birch has a shot at the ski team after father returns.

Scrimger, Richard. *Into the Ravine*. Three boys take a trip down a river on a raft.

Shields, Brian et al. *WWE Encyclopedia*. Your one source for all things WWE.

Smith, Roland. *Peak*. Peak Marcello wants to be the youngest person to reach the top of Mount Everest.

Spinelli, Jerry. *There's a Girl in My Hammerlock*. When Maisie doesn't make cheerleading, her next plan to lure Eric away for Liz is to try out for his wrestling team—and she makes it!

Takeda, Pete. *Climb!: your guide to bouldering, sport climbing, trad climbing, ice climbing, alpinism, and more*.

Tomlinson, Joe. *Extreme Sports: the illustrated guide to maximum adrenalin thrills*. Introduce yourself to extreme sports, safety tips, gear and trick moves.

Tullson, Diane. *Darwin Expedition*. Snowboarding, being chased by a grizzly bear, the great outdoors, what more could you want?

Wallace, Rich. *Wrestling Sturbridge*. Will Ben stay the second-best wrestler through his senior year?

Zusak, Markus. *Fighting Ruben Wolfe*. Two brothers from the wrong side of the tracks spar with life not only in defense of family but also on the Australian underground boxing circuit.

## Get Publicity

Use communication tools at your disposal to launch YALSA's WrestleMania Reading Challenge and to promote specific events.

- Place information on the library's website, blog and/or My Space page.
- Post a link to last year's Wrestlemania Reading Challenge ([www.wwe.com/shows/wrestlemania/photos/readingchallenge/](http://www.wwe.com/shows/wrestlemania/photos/readingchallenge/)) on your library website and/or a link to WWE (<http://www.wwe.com/>).
- Put flyers up in the library and throughout the school.
- Include information in the library's newsletter (See sample article below).
- Tailor the sample press release below and send it to your local newspaper. Include the WWE website in your press release.
- Record the sample radio spot and send to area radio stations for use as a Public Service Announcement.
- Use the sample radio spot for PA announcements in schools.
- Check the YALSA Blog (<http://yalsa.ala.org/blog/>) for current information about the program.

For more tips and information on how to get publicity and connect with the media, go to: [www.ala.org/ala/aboutala/offices/pio/mediarelationsa/mediarelations.cfm](http://www.ala.org/ala/aboutala/offices/pio/mediarelationsa/mediarelations.cfm)

See the next page for sample press releases, newsletter articles, and more.

## **Sample Press Release:**

For Immediate Release

[Insert date]

For more information contact:

[Insert complete contact info, including phone # and email for the appropriate library personnel]

[HEADLINE: 18 PT TEXT]

### **Join [library name] for the WrestleMania Reading Challenge**

[SUBHEAD: 12 PT TEXT]

#### **Teens and tweens could win a trip to WrestleMania in Phoenix!**

How can youth in [YOUR COMMUNITY] win a free trip to WrestleMania XXVI in Phoenix, Arizona? By joining the 2009-2010 WrestleMania Reading Challenge at [YOUR LIBRARY'S NAME]. The WrestleMania Reading Challenge encourages those in grades 5-12 to read 10 items in their free time between now and January 19, 2010. This program is sponsored by World Wrestling Entertainment (WWE) and the Young Adult Library Services Association (YALSA), with support from Mattel. After reading all ten items, participants in the program at [LIBRARY NAME] can enter a bookmark design contest – they could win a trip for two to WrestleMania XXVI in Phoenix and [LIBRARY NAME] could win \$2,000 for its teen and tween collection.

“The Wrestlemania Reading Challenge promotes the idea that reading is a year-round activity and encompasses a wide-range of choices,” said Linda Braun, YALSA president. “By sponsoring this program, YALSA and WWE give librarians tools for promoting reading beyond Teen Read Week that encourage reading in different formats and recognize and support all types of teen readers, reading styles, and reading interests.”

To participate, stop by [YOUR LIBRARY] and ask [CONTACT NAME] for details. Participants must be in grades 5-12 to participate. For ten weeks, participants will agree to read one item per week, whether it's a book, a magazine, a graphic novel, or another item. Each participant will keep a reading log, which they must turn in at the library by Jan. 19, 2010. Everyone who completes a reading log will win a prize. Those who would like to enter the bookmark contest must submit a bookmark design, with a slogan to encourage reading, to [CONTACT NAME] by Jan. 19, 2010. [LIBRARY NAME] will choose a winner in three categories – grades 5-6, grades 7-8, and grades 9-12 – to submit to the national level. In February, YALSA and WWE will name finalists in each category, who will then go to Phoenix to participate in the WrestleMania Reading Challenge Championship, in which ringside tickets for WrestleMania XXVI are at stake. The sponsoring library of each finalist will win \$2,000 to use for teen and tween collection materials.

The WrestleMania Reading Challenge runs from now through January 19, 2010. To find out more about the WrestleMania Reading Challenge contact your library at [insert contact info here].

**-END-**

## Sample Newsletter Article

Personalize it for your library newsletter or website.

“Reading prepares you for being a successful adult in the real world. I wouldn’t be where I am today had it not been for reading.” That’s what ECW Champion Matt Hardy, MVP, said when asked why World Wrestling Entertainment (WWE) is co-sponsoring the WrestleMania Reading Challenge.

The WWE is tag teaming with the Young Adult Library Services Association, and more than 1,800 libraries across the country to encourage teens to read. Teens can join at any [insert your library name] locations.

Here's how it works:

- Teens in grades 5 through 12 sign up for the program.
- Read 10 items, whether they’re books, graphic novels, or magazines
- Turn in a completed reading log and receive a WWE mini-poster.
- Then design a bookmark which includes a slogan that promotes reading.

[Insert your library name] staff will choose the best bookmark submitted from each age group grade 5-6, 7-8 and 9-12. A panel of national judges will choose 21 finalists, seven from each grade category and representing different regions of the country. The 21 finalists win a trip to WrestleMania XXVI in Phoenix.

The 5th through 6th grade winners will go on to compete for the title of WrestleMania Reading Challenge Tween World Champion. The 7th through 8th grade winners will go on to compete for the title of Wrestlemania Reading Challenge Junior World Champion. The 9th through 12th grade winners will go on to compete for the title of Wrestlemania Reading Challenge Senior World Champions.

Finalists in grades 5-6 will answer questions about *There’s a Girl in My Hammerlock* by Jerry Spinelli. Finalists in grades 7-8 will answer questions about *Saturday Night Dirt*. Finalists in grades 9-12 will answer questions about *Super Stock Rookie*. Both of the latter books are by Will Weaver who will also serve as Challenge Judge. Will Weaver appears courtesy of Farrar, Straus & Giroux Books for Young Readers.

The challenge begins Oct. 18 and runs through Jan. 19, 2010. Sign up now!

-END-

## **Sample Bookmark Contest Winners Announcement**

Insert the same press release information as above.

[Insert your library name] is pleased to announce the [Insert the name of your town] winners of the 2010 WrestleMania Reading Challenge Bookmark Contest.

[Insert name] from [Insert school name] won in the 5-6 grade category for a bookmark with the slogan [Insert slogan]. [Insert name] who attends [Insert school name] won in the 7-8 grade category for his bookmark titled [Insert slogan]. The high school winner, [Insert name], chose the slogan [Insert slogan]. He/she is a [Insert grade] student at [Insert school name]. Before entering the bookmark contest, the teens read 10 library books.

“It was a hard decision,” said [Insert name], Young Adult Librarian. “We had [Insert number] entries to consider. The decision was based on creativity; originality; impact of the slogan and overall visual appeal. The art work on these three bookmarks clearly explains why reading is important to teens.”

The bookmarks will be submitted to the Young Adult Library Services Association, a division of the American Library Association. Seven winners in each age group will be chosen as finalists and will win a trip to WrestleMania XXVI in Phoenix, Ariz.

-END-

### **Radio Spot**

This can also be used for school PA announcements.

(Record in best wrestling announcer voice)

Ladies and Gentlemen, guys and gals get ready to read AND WIN! Join the WrestleMania Reading Challenge! Happening NOW at your library! Come on down and read. Enter to win a trip to WrestleMania XXVI in Phoenix, Arizona. See [LIBRARIAN NAME] for details!

Be a champion! Read!

# Bookmark Contest!



After tweens and teens in grades 5-12 read 10 items for the 2009-2010 WrestleMania Reading Challenge and turn a reading log in to their library, they are eligible to design a bookmark. One local winner from each of these grade categories: 5&6, 7&8, 9-12 will win cool products from WWE. Five regional winners will be selected by YALSA from these grade categories: 5&6, 7&8 and 9-12. Each regional winner wins a trip for two to WrestleMania 26 as well as \$2,000 for their library. Each person may enter only once. Local bookmark winners will be notified by Feb. 1, 2010. Take your completed entry form to your library. **THE DEADLINE TO ENTER IS JAN. 19, 2010.**

## GUIDELINES FOR THE CONTEST

1. Design a bookmark in the space to the right, or create one with a computer. Marks outside the box will not be printed, nor will the box. If you create your bookmark on a computer, please print it out and staple it to this form. The bookmark must be 2 inches wide by 8 inches long.
2. Your bookmark must illustrate the topic "why reading is important."
3. Use only your own artwork. Tracings, clip art, logos and/or copyrighted material are not acceptable.
4. Any wording on the bookmark may be in English or Spanish.
5. The wording and/or art on it can be vertical or horizontal.
6. Please PRINT the information below. We need ALL this information in order for your bookmark to be eligible to win.

Entries will be judged on creativity, originality, impact of the slogan and overall visual appeal. Bookmarks winning at the regional level will be printed and distributed by WWE and YALSA at schools and libraries.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

ZIP \_\_\_\_\_ EMAIL \_\_\_\_\_

PHONE \_\_\_\_\_ GRADE \_\_\_\_\_

Signature of parent/guardian: \_\_\_\_\_

Print name of parent/guardian: \_\_\_\_\_

Name of librarian: \_\_\_\_\_

Library phone #: \_\_\_\_\_

Librarian's email: \_\_\_\_\_

# WrestleMania Reading Challenge Log

Item:

<b>Title:</b> _____
<b>Author:</b> _____
<b>Publishing Company:</b> _____
<b>Publishing City:</b> _____ <b>Publishing Date:</b> _____

Item:

<b>Title:</b> _____
<b>Author:</b> _____
<b>Publishing Company:</b> _____
<b>Publishing City:</b> _____ <b>Publishing Date:</b> _____

Item:

<b>Title:</b> _____
<b>Author:</b> _____
<b>Publishing Company:</b> _____
<b>Publishing City:</b> _____ <b>Publishing Date:</b> _____

Item:

<b>Title:</b> _____
<b>Author:</b> _____
<b>Publishing Company:</b> _____
<b>Publishing City:</b> _____ <b>Publishing Date:</b> _____

Item:

<b>Title:</b> _____
<b>Author/Editor:</b> _____
<b>Publishing Company:</b> _____
<b>Publishing City:</b> _____ <b>Publishing Date:</b> _____

**Important: This completed log must be turned in to your library by no later than close of business on Jan. 19, 2010 in order for you to be eligible for the contest. Incomplete logs will not be valid.**

# WrestleMania Reading Challenge Log

Item:

<b>Title:</b> _____
<b>Author:</b> _____
<b>Publishing Company:</b> _____
<b>Publishing City:</b> _____ <b>Publishing Date:</b> _____

Item:

<b>Title:</b> _____
<b>Author:</b> _____
<b>Publishing Company:</b> _____
<b>Publishing City:</b> _____ <b>Publishing Date:</b> _____

Item:

<b>Title:</b> _____
<b>Author:</b> _____
<b>Publishing Company:</b> _____
<b>Publishing City:</b> _____ <b>Publishing Date:</b> _____

Item:

<b>Title:</b> _____
<b>Author:</b> _____
<b>Publishing Company:</b> _____
<b>Publishing City:</b> _____ <b>Publishing Date:</b> _____

Item:

<b>Title:</b> _____
<b>Author/Editor:</b> _____
<b>Publishing Company:</b> _____
<b>Publishing City:</b> _____ <b>Publishing Date:</b> _____

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

Phone \_\_\_\_\_

I have fully read each of the items listed above in my free time between Oct. 18, 2009 and Jan. 19, 2010 and that none of the books are required reading for school.