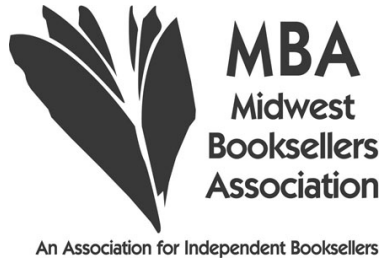


SAMPLE PRESS RELEASE YOUR STORE CAN USE TO MAKE YOUR OWN ANNOUNCEMENT ABOUT THE BOOK AWARDS.  
EDIT AS DESIRED.



For Release on  
MONDAY, AUGUST 11, 2008

Please do not release prior to this date.

CONTACT:

[Add your own contact name, phone and e-mail]

[Replace the MBA logo with your own store's logo or letterhead.]

## THE 2008 MIDWEST BOOKSELLERS' CHOICE AWARDS

[Your store name here], a member of the Midwest Booksellers Association and one of 240+ locally owned and operated independent bookstores in the association, announces the Award and Honor Book winners of the

### 2008 Midwest Booksellers' Choice Awards

#### 2008 AWARD WINNERS

##### Fiction

*Loving Frank: A Novel*

Nancy Horan

(Ballantine Books/Random House)

##### Nonfiction

*Little Heathens:*

*Hard Times and High Spirits on an Iowa Farm*

*During the Great Depression*

Mildred Armstrong Kalish

(Bantam Books/Random House)

##### Poetry

*Valentines: Poems*

Ted Kooser

Illustrated by Robert Hanna

(University of Nebraska Press)

##### Children's Picture Book

*Agate: What Good Is a Moose?*

Joy Morgan Dey and Nikki Johnson

(Lake Superior Port Cities)

##### Children's Literature

*Little Klein*

Anne Ylvisaker

(Candlewick Press)

#### 2008 HONOR BOOKS

##### Fiction (TIE)

*So Brave, Young, and Handsome*

Leif Enger

(Atlantic Monthly Press / Grove/Atlantic, Inc.)

*Whistling in the Dark*

Lesley Kagen

(NAL/Penguin Group (USA), Inc.)

##### Nonfiction

*The Florist's Daughter: A Memoir*

Patricia Hampl

(Harcourt/Houghton Mifflin Harcourt)

##### Poetry

*Willow Room, Green Door:*

*New and Selected Poems*

Deborah Keenan

(Milkweed Editions)

##### Children's Picture Book

*Great Joy*

Kate DiCamillo

Illustrated by Bagram Ibatoulline

(Candlewick Press)

##### Children's Literature

*The Gollywopper Games*

Jody Feldman

Illustrated by Victoria Jamieson

(Greenwillow Books/HarperCollins)

The **Midwest Booksellers' Choice Awards** honor authors from the Midwest Booksellers Association (MBA) region and/or books about the region, which includes the states of Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, and Wisconsin.

These Award and Honor Book titles have been voted the top favorite books in each of the five award categories. They were both nominated and chosen entirely by the knowledgeable booksellers of [your bookstore's name] and the 240+ other locally owned and operated independent bookstore members of the Midwest Booksellers Association.

The **Midwest Booksellers' Choice Awards** will be presented formally on September 25, 2008, during the Midwest Booksellers Association's 28<sup>th</sup> Annual Trade Show in St. Paul, MN. This event is open to members of the Midwest Booksellers Association who are registered to attend the MBA Trade Show. It is not a public event. (Note: Credentialed members of the press are invited to contact the MBA office for more information if they are interested in attending the reception or other Trade Show events.)

[Your store's name here] joins the Midwest Booksellers Association in congratulating and warmly recommending these outstanding books and authors.

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[Add a paragraph of information about your own store here.]

For additional information about [your bookstore], please contact:

[Add your store's contact person and information]

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The **Midwest Booksellers Association** (MBA) is a regional not-for-profit trade association formally established in 1981 to promote retail bookselling and support professional independent booksellers throughout the region. Members include locally owned and operated independent bookstores; book publishers, distributors, reps, and vendors who do business with our bookstores; and other individuals and businesses allied to the book industry. The MBA's member states include Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, and Wisconsin. (Additional member stores are in the Upper Peninsula of Michigan.)

The mission of the **Midwest Booksellers Association** is to strengthen Midwest independent booksellers and their partnerships within the larger bookselling and publishing community by providing opportunities to network and exchange information, educational programs, and tools to sell books to their customers and to grow a vibrant book culture.

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For additional information about the MBA and the Midwest Booksellers' Choice Awards, please contact:

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