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“Show Your Shiny Side!” Contest Encourages Elementary Children to Get Creative as They Turn Off TVs, Video Games and Computers

***TV-Turnoff Week Contest Based on Picture Book
“Something Shiny, Something Round”***

CLEVELAND, February, 2008 – Everyone has something that makes their life shine when TVs, video games and computers are off. Now elementary-school children and teachers can show their shiny side with their most creative, fun and/or educational ideas. The “Show Your Shiny Side!” contest is based on the children’s picture book *Something Shiny, Something Round*. The grand prize is a visit from the book’s author or illustrator to the school with the winning entry.

Cleveland-based children’s book publisher, Bubblegum Books, has partnered with the non-profit Center for SCREEN-TIME Awareness in Washington, D.C. to launch this nationwide contest. Based on the book’s theme of using the imagination, the **“Show Your Shiny Side!”** contest encourages children to use their imaginations to draw and/or describe what makes them shine. It could include an activity, person, adventure or whatever they like – real or imaginary. The idea is to power down and dream big as they show their shiny side.

The 10 most interesting ideas submitted to the Center for SCREEN-TIME Awareness office by March 14, 2008 will be announced during TV-Turnoff Week (April 21-27, 2008). In addition to the grand prize, various other prizes will be awarded, including autographed books from the author and illustrator.

“Power down. Dream big! is the theme of the 15th annual Turnoff Week for 2008. The contest is a perfect fit with this theme as we encourage all children and families to take control of the electronic media in their lives,” said Robert Kesten, executive director, Center for SCREEN-TIME Awareness. “For the second year in a row, we are working with our partners at Bubblegum Books to ask students, teachers and families to join us in a unique national project.”

Something Shiny, Something Round follows three friends as they find a shiny hubcap buried in the snow. With a little old-fashioned imagination, they dream up all kinds of wild and creative journeys with this ordinary object. This picture book for pre- to early readers is written by Julie Goulis and illustrated by John H. Ferguson. The “Show Your Shiny Side!” contest was created in the same imaginative spirit.

"Show Your Shiny Side!" Contest Details

- Read *Something Shiny, Something Round* then have fun dreaming up ideas to show your shiny side. Send the best idea. Draw and describe the idea on a separate piece of paper. Deadline is March 14, 2008.
- Complete the form (or a photocopy of the form) found at www.screentime.org and staple it to the entry. Attach one form for each individual entry. Please mail class sets in one flat envelope.
- Submit to: **Center for SCREEN-TIME Awareness
"Show Your Shiny Side!" Contest
1200 29th Street, NW, LL#1
Washington, D.C. 20007**

Visit www.screentime.org to find out more about the contest and for a contest entry form, plus more information about the book *Something Shiny, Something Round* and how to order discounted copies. Visit www.BubblegumBooks.com to find out more about its imaginative books.

There is also a bonus program for teachers who find the most interesting way to make this "shiny contest" part of class – using integration, educational value and fun. The teacher's executed plan should also be submitted by March 14 to be considered. The winning teachers will receive gift certificates to stores or restaurants in their area.

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About the Author and Illustrator

When she's not dreaming up new book ideas, author Julie Goulis is a senior copywriter at a Cleveland advertising agency. John Ferguson, illustrator, is a senior art director at the Cleveland office of a national advertising agency. In addition to *Something Shiny, Something Round*, Julie and John have collaborated on *The Things A String Can Be* and *The Topsy-Turvy Towel*, a Book Sense top 10 Children's Pick.

About the Center for SCREEN-TIME Awareness

The Center for SCREEN-TIME Awareness is a nonprofit organization that encourages children and adults to control the use of electronic tools to promote healthier lives and communities – and reclaim time for families, friends and ourselves. Since 1995, more than 24 million people have participated in TV-Turnoff Week. www.screentime.org

About Bubblegum Books

Bubblegum Books is an independent children's book publisher dedicated to stretching children's imaginations. The company is based in Cleveland, Ohio and was founded in 2004. www.BubblegumBooks.com