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“My String Is A...?” Contest for Elementary Children Launched by Bubblegum Books and the Center for SCREEN-TIME Awareness

Nationwide Contest Based on Picture Book *The Things A String Can Be*

CLEVELAND, January 4, 2007 – Children’s book publisher, Bubblegum Books, has partnered with the non-profit Center for SCREEN-TIME Awareness in Washington, D.C. to launch a national contest based on the popular children’s picture book *The Things A String Can Be*. The book is written by Julie Goulis and illustrated by John H. Ferguson.

Based on the book’s theme of using the imagination, the “**My String Is A...?**” **contest** encourages elementary-school children, teachers and families to use their imaginations to come up with their own ideas of fun things that can be done with string. It could be an activity, project, adventure or anything using string. The idea is be as creative and imaginative as possible.

The 10 most interesting ideas submitted to the Center for SCREEN-TIME Awareness office by March 16, 2007 will be announced during TV-Turnoff Week (April 23-29, 2007). The grand prize winner will earn a visit by the author and/or illustrator to his/her school. Various other prizes will be awarded, including autographed books from the author and illustrator.

“The contest is to help celebrate the 14th annual TV-Turnoff Week. Schools, libraries, other groups and individuals in all 50 states have participated in this program, which empowers people to take control of the electronic media in their lives,” said Robert Kesten, executive director, Center for SCREEN-TIME Awareness. “For too many of us, the electronic tools have taken over and we have forgotten that tools serve us, not the other way around. Working with our partners at Bubblegum Books, we are asking students, teachers and families to join us in this unique national project.”

The Things A String Can Be follows a little boy and his friends who use nothing but good, old-fashioned imagination and a piece of string to dream up all kinds of adventures. This picture book for pre- to early readers even includes some unique “string” activity ideas at the end of the story. The “My String Is A...?” contest was created in the same imaginative spirit.

“My String Is A...?” Contest Details

- Read *The Things A String Can Be* then develop imaginative ideas using string. Send the best idea. Draw and describe the idea on a separate piece of paper. Deadline is March 16, 2007.
- 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**
“My String Is A...?” 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 *The Things A String Can Be* 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 “string contest” part of class – using integration, educational value and fun. The teacher’s executed plan should also be submitted by March 16 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 and lives in the Tremont area of Cleveland. John Ferguson, illustrator, is a senior art director at the Cleveland office of a national advertising agency and lives in North Royalton, Ohio. In addition to *The Things A String Can Be*, Julie and John have collaborated on *Something Shiny*, *Something Round* and *The Topsy-Turvy Towel*, a Book Sense top 10 Children’s Pick.

About the Center for SCREEN-TIME Awareness

Formerly the TV-Turnoff Network, 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

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