

# Media Release



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## **Committed to Local Literature, the Edmonton Public Library and the Book Publishers Association of Alberta Sponsor \$10,000 Publishing Award**

**Edmonton** - The Edmonton Public Library (EPL), in partnership with the Book Publishers Association of Alberta (BPAA), announced their sponsorship of a new Alberta book publishing award Friday evening. The **Alberta Readers' Choice Award** (ARC) will promote the works of Alberta authors and publishers, and encourage the reading public to support literary works published in Alberta. The Award will be worth \$10,000.

The ARC Award was announced at the 2009 Alberta Book Publishing Awards Gala in Edmonton. The prize rivals other major national books award prizes in Canada, such as the Leacock Memorial Medal for Humour, the Trillium Book Award for Poetry, and the Governor-General's Literary Award for Fiction. The annual award will be given to a work of adult fiction or narrative non-fiction published by an Alberta-based publishing house, with the top book being determined by the public.

"It is with great pride that I announce the creation of the Alberta Readers' Choice Award", said Linda C. Cook, CEO of Edmonton Public Library. "With this award, EPL and the BPAA are further promoting reading and literacy throughout the province. We are also celebrating Alberta's writing and publishing communities, which continue to be amongst the finest in Canada. EPL is happy to partner with the Book Publishers Association of Alberta, and is hopeful that the Alberta Readers' Choice Award will spur similar endeavours throughout the country."

The first Alberta Readers' Choice Award will be presented at the 2010 Alberta Book Publishing Awards Gala in Edmonton.

More information on the Alberta Readers' Choice Award can be found at [www.albertareaderschoice.ca](http://www.albertareaderschoice.ca)

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## **Contacts**

Kieran Leblanc  
Executive Director  
Book Publishers Association of Alberta  
Phone: 780-918-8375

Tina Thomas  
Director, Marketing & Communications  
Edmonton Public Library  
Phone: 780-496-7046

