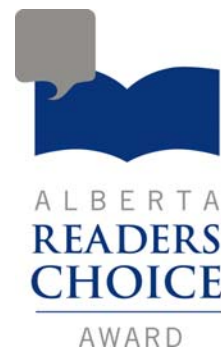


Media Advisory



Alberta Readers' Choice Award Announces Top Five Books Vying for \$10,000 Prize

A public vote to determine the winner will begin May 1

EDMONTON, Alberta, April 20, 2011 – The Alberta Readers' Choice (ARC) Award committee is excited to announce the five books competing for the \$10,000 award – one of Alberta's richest literary prizes. During a flurry of deliberations, the five ARC Award Book Champions each selected a book to defend throughout the month-long online voting period, which opens to the public on May 1.

This year's top five books and their champions are:

- *The Grizzly Manifesto* by Jeff Gailus (RMB); championed by Ken Chapman, lawyer, social commentator, blogger and one of Alberta Venture Magazine's 50 Most Influential People of 2010
- *Too Bad: Sketches Toward a Self-Portrait* by Robert Kroetsch (U of A Press); championed by Kirk Heuser, Edward R. Murrow Award-winning journalist, CBC News Calgary
- *Cinco de Mayo: a novel* by Michael J. Martineck (Edge Science Fiction and Fantasy Publishing); championed by Janet Lane, Executive Director of Literacy Alberta
- *Bitter Medicine: A Graphic Memoir of Mental Illness* by Clem & Olivier Martini (Freehand Books); championed by John Estacio, award-winning Canadian composer and JUNO nominee
- *Letters from the Lost - A Memoir of Discovery* by Helen Waldstein Wilkes (AU Press); championed by Sharon Budnarchuk, co-owner of Audrey's Books in Edmonton

"The quality of books submitted for this year's award was simply outstanding. It's a testament to what's being published in our province," said Virginia Clevette, Co-Chair of the ARC Award committee and Manager of the Edmonton Public Library's Centre for Reading and the Arts. "Our Book Champions had a difficult task of narrowing the list to five, and did a fantastic job with their selections. Now it's the readers' turn!"

The public will go to the polls (www.albertareaderschoice.ca) to cast their votes for the entire month of May. Events featuring authors and Book Champions will also be hosted throughout the month of May in various locations across Alberta. The winner of the 2011 ARC Award will be announced on June 11 at the 2011 Alberta Book Awards Gala in Calgary.

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About the Alberta Readers' Choice Award

The Alberta Readers' Choice (ARC) Award is presented by the Edmonton Public Library (EPL), in partnership with the Book Publishers Association of Alberta (BPAA). Currently in its second year, the ARC Award promotes literacy and reading to Albertans by highlighting the unique literary and book publishing industry that exists in our province. The \$10,000 prize, sponsored by EPL, goes to the author of the winning title as voted on by the reading public. The ARC Award is one of the largest literary prizes offered in Alberta and is comparable to many national literary awards. For more information about the ARC Award, visit www.albertareaderschoice.ca. Visit www.epl.ca and www.bookpublishers.ab.ca to learn more about EPL and BPAA.

About Book Publishers Association of Alberta

The Book Publishers Association of Alberta (BPAA) represents more than 30 Alberta publishers with a shared mission. Book publishers in Alberta publish over 250 books each year written by local, national and international authors and provide significant cultural and economic benefits to this province. Publishers work with writers, editors, printers, designers and other creative people to produce high quality books that are sold in Alberta and throughout the world. BPAA members are leaders in Canada's best-developed knowledge-based industry and are one of the strongest communities of regional publishers in North America. Visit www.bookpublishers.ab.ca for more information.

About the Edmonton Public Library

The Edmonton Public Library (EPL) carries everything you care about. We are Edmonton's largest lender of all manner of information and entertainment. Our professionally trained staff take you beyond Google with the knowledge, discernment and desire to help you navigate a universe of information. Every year, we host over 14 million in-branch and online visits across our 17 branches and website. We deliver our incredible content to you everywhere - in the library, at home, or on your handheld device. Unmatched access and unrivalled value - that is today's EPL. Spread the words. www.epl.ca.

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www.albertareaderschoice.ca