

[store contact info]

Press Release

FOR IMMEDIATE RELEASE

Contact: *[store name, phone, email]*

Get Caught Reading 2007 Photo Contest

[date]

[city, state]—Independent booksellers in the Great Lakes region have joined together to celebrate the deep rewards and fun of reading by sponsoring the **Get Caught Reading 2007 Photo Contest**. The contest is an outgrowth of the Get Caught Reading campaign sponsored by the Association of American Publishers and National Magazine Association with this big difference: The national campaign shows celebrities “caught in the act” of reading while our Get Caught Reading 2007 Photo Contest will feature UNcelebrities—ordinary folk: family, friends, neighbors—enjoying themselves reading.

Entering the contest is simple. “Catch” someone reading. Take a great photo.

Submit it to *[store name]*. Deadline is March 30, 2007.

Entrants have two chances to win—once here in our local contest and again in the Great Lakes Region Competition (photos entered in our local contest are automatically submitted for the Grand Prize Competition!)

[List the prizes, events, and/or recognition possible through your local contest here]

Entrants in our local contest automatically become eligible for the Grand Prize:

- Inclusion of their photo on a “Readers of the Great Lakes” poster which will be displayed in bookstores and libraries around the region
- A trip to the Great Lakes Booksellers Association Trade Show, September 28–30, in Schaumburg, Illinois. There they will rub shoulders with authors, attend a banquet and a breakfast where they will hear some of the great writers of the day and get a selection of books donated by the sponsors and other publishers.

For an entry blank or more information, contact *[store name]* or go to www.getcaughtreadingphotocontest.com and click on “Get Caught Reading.”

Regionally, the Get Caught Reading 2007 Photo Contest is sponsored by The Great Lakes Booksellers Association, Malloy Printing, and Renaissance Hotel & Convention Center. Our local contest is sponsored by *[store name]*. *[brief description of store]*

The Great Lakes Booksellers Association is a regional trade association for independent bookstores, with nearly 425 members in Illinois, Indiana, Michigan, and Ohio and other states. Malloy is a book printer serving the entire trade book industry from its headquarters in Ann Arbor, Michigan. The Renaissance Hotel & Convention Center is a new hotel and meeting facility in Schaumburg, Illinois, a western suburb of Chicago.