

MEDIA ALERT
information, contact
January 15, 2015
Samuel, (212) 685-0261

For more

Benjamin

[bsamuel@n](mailto:bsamuel@nationalbook.org)

[ationalbook.org](http://nationalbook.org)



National Book Foundation

**NATIONAL BOOK FOUNDATION OFFERS \$10,000 PRIZE
TO LITERARY INNOVATORS**

New York, New York (January 15, 2015) - From Little Free Libraries to reading programs for incarcerated teens, the National Book Foundation's Innovations in Reading Prize recognizes visionary literature programs that promote reading across the country. In the spirit of the Prize, the NBF is reimagining how the prize works and this year will offer a \$10,000 award.

“The National Book Foundation aims to expand the audience for literature in America, and we are committed to assisting those who share our mission,” says Harold Augenbraum, Executive Director of the National Book Foundation. “By offering a more substantial award, we hope the Innovations in Reading Prize will offer the resources and support our winner needs to continue serving its community.”

Applications for the Innovations in Reading Prize will be accepted from January 15 until midnight PST on February 28, 2015.

Previously, the Innovations in Reading Prize awarded \$2,500 to

five individuals or institutions for developing innovative means of creating and sustaining a lifelong love of reading. In 2015, a cash prize of \$10,000 will be awarded to one winner, who will also be invited to present its work to an audience of literary professionals. There will also be four honorable mentions, whose efforts will also be recognized and highlighted by the National Book Foundation.

The Innovations in Reading Prize is made possible through the generous support of The Levenson Foundation. Previous winners include the [Uni Project](#), Worldreader, [Books for Kids](#), and Street Books.

The Mission of the National Book Foundation is to celebrate the best of American literature, to expand its audience, and to enhance the cultural value of good writing in America. In addition to the National Book Awards, for which it is best known, the Foundation's programs include the *National Book Awards Teen Press Conference*, an opportunity for New York City students to interview the current National Book Award Finalists in Young People's Literature; *NBA on Campus*, a partnership that brings current National Book Award authors to colleges and universities around the country; the *Innovations in Reading Prize*, awarded to individuals and institutions that have developed innovative means of creating and sustaining a lifelong love of reading; and *BookUp*, an after-school reading program led by writers, for middle-school students in New York and Texas.