

MEDIA RELEASE

For Immediate Release

SCHOLASTIC ASIA AND NBDCS ANNOUNCE AN EXCITING NEW PRIZE

The Scholastic Picture Book Award is announced for 2015.

Singapore, XX June 2014 - The National Book Development Council of Singapore (The Book Council), in partnership with Scholastic, has introduced the new Scholastic Picture Book Award (SPBA) for unpublished picture books. The award carries a grand prize of publication through Scholastic Asia, as well as \$10,000 in cash.

2 The SPBA aims to foster the creation of picture books with Asian content, by Asian writers and illustrators, and raise public awareness and interest in them.

3 The award is open to all creators aged 18 and above living in Asia and of Asian descent. The SPBA 2015 is looking for 16-48-page picture books targeted at children 0-6 years old. Each entry should consist of a full manuscript of no more than 500 words, the first six images in the book, and a storyboard for the remaining images.

4 Executive Director of the Book Council Mr R Ramachandran says, "We are very happy that our partnership with Scholastic continues to grow. The Scholastic Picture Book Award is the second award we are doing together, and it is an incredible opportunity for the unpublished creators who cater to our youngest readers."

5 "Picture books are essential to a child's development as they're often the first encounter paving the way to success in school and life through healthy reading habits. What better way to further enrich their learning than with Asian-themed stories-rich in diverse cultures, heritage, and values. A good picture book requires intimate collaboration between words and art. The creation process can be far more complex than writing a 200-page chapter book. The Scholastic Picture Book Award is created to recognize both the author and the illustrator's contribution to this creation process. We're pleased to have found a partner in the NBDCS to champion our literary cause," said Selina Lee, Director of Scholastic in Asia.

6 The SPBA 2015 is now open for submissions, and will close on 19 December 2014. Shortlisted authors will be announced in April 2015, and the winner will be announced in May 2015 during the Asian Festival of Children's Content. Published and unpublished authors may enter, but all entries must be original, unpublished picture books.

(For more details on the competition and prize categories, please refer to Annex A.)

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About the Scholastic Picture Book Award (SPBA)

The Scholastic Picture Book Award (SPBA) is a joint initiative between the National Book Development Council of Singapore (NBDCS) and Scholastic Asia. It is presented biennially for an outstanding unpublished picture book with distinct Asian themes. For more information, visit: bookcouncil.sg/awards/detail/asian-picture-book-award and www.scholasticbookaward.asia.

About the National Book Development Council of Singapore

The National Book Development Council of Singapore (The Book Council) is a non-profit, charitable organisation committed to addressing the needs of publishers, book suppliers, and libraries, as well as the reading and writing communities. Founded in 1969, the Book Council has been setting the stage for a vibrant literary arts community in Singapore for the past four decades. For more information, visit: bookcouncil.sg.

About Scholastic

Scholastic Corporation (NASDAQ: SCHL) is the world's largest publisher and distributor of children's books, and a leader in educational technology and related services, and children's media. Scholastic creates quality books, print and technology-based learning materials, and programs, magazines, multi-media, and other products that help children learn both at school and at home. The Company distributes its products and services worldwide through a variety of channels, including school-based book clubs and book fairs, retail stores, schools, libraries, on-air, and online at www.scholastic.com.