



booktrust
Inspiring a love of books

June 2010

Dear Publisher

The Blue Peter Book Awards 2011

Booktrust is now calling for entries for the Blue Peter Book Awards 2011.

The awards will be given in three categories, followed by an overall winner, which will win the accolade, **Blue Peter Book of the Year 2011**.

- **Favourite Story***
- **Most Fun Story with Pictures**
- **Best Book with Facts**

*Please note there is a new category this year, which replaces 'Book I Couldn't Put Down', which we feel opens up the previous fiction category to a wider range of entrants. This is the judging criteria for Favourite Story:

- Does the book have a good opening?
- Does the book have a good ending?
- Did you enjoy the style of writing?
- Does it evoke an emotional reaction?
- The plot should have a clear beginning, middle and end.
- Does the plot flow well?
- Do the characters develop; can you empathise with the characters, do you care about them?
- Books from a series should be able to work as a stand alone title.
- Will children want to tell others about this story?
- Would you want to read this book again?
- Would you want to discuss this book with your friends?

This is the judging criteria for Most Fun Story with Pictures:

- Is the story amusing?
- Will it make children laugh?
- Are the pictures essential to making it fun?
- Are the pictures of high quality?
- Are the characters amusing?
- Is the story well-told?
- Do the pictures add to the story?
- Are you drawn into the book straightaway?

- Will kids want to tell others about this book?

This is the judging criteria for Best Book with Facts:

- Is the subject fascinating to kids?
- Will it surprise them?
- Are the chapters accessible?
- How is the text laid out?
- What is the quality of the writing?
- Do the illustrations or photographs enhance the factual content?
- Will kids want to tell others what they have found out?
- Will they be inspired to go out and do things after reading the book?
- Will kids want to tell others about this book?

The winning author/illustrator in each category will be awarded a special Blue Peter Book Award Trophy on-screen. In addition, each of the nine shortlisted titles will have a synopsis visually recreated on the programme.

A panel of adult judges will shortlist the final nine books. These will then be judged by a selection of young Blue Peter viewers, who will decide the winners in each category and the overall winner.

Last year's winners were:

- **Book I Couldn't Put Down:** *Frozen in Time* by Ali Sparkes
- **Most Fun Story with Pictures:** *Dinkin Dings and the Frightening Things* by Guy Bass
- **Best Book With Facts:** *Why Eating Bogeys is Good For You* by Mitchell Symons
- **Blue Peter Book of the Year 2010:** *Frozen in Time* by Ali Sparkes

The 2010 awards garnered extensive national and regional press including *The Telegraph*, *Guardian* and *The Daily Echo*.

If you have any questions regarding the awards, please contact me on the number below.

I look forward to receiving your entries by Friday 23 July 2010.

Best wishes

Claire Shanahan
Prizes and Awards Manager
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The Blue Peter Book Award 2011

The Blue Peter Book Award is an annual award given in three categories: Favourite Story, The Most Fun Story with Pictures and The Best Book with Facts. From these three categories an overall winner will be chosen as The Blue Peter Book of the Year 2011.

The author or illustrator of each category will be awarded a special Blue Peter Book Award Trophy on-screen, plus all nine finalist's books will have a synopsis visually recreated on the programme

The shortlists will be announced in November 2010, and onscreen in December 2010 with The Blue Peter Book Awards films broadcasting on BBC 1 in February and March 2011, to coincide with World Book Day 2011.

Rules and Eligibility

- Books must be first published between 1 November 2009 and 31 October 2010 in the UK, by a UK publisher.
- Books must be first written in English, translations will not be eligible.
- Publishers may enter **four** titles in each category, per bona fide imprint, allowing up to 12 titles to be entered across the categories. Please note that each book within a series will be judged as one entry.
- Authors and illustrators must be of British nationality; or other nationals who are resident in the UK at the time of entering. **It is the responsibility of the publisher to ascertain this information before entering the book.**
- Please submit **SIX** copies of each entry by **Friday 23 July 2010** using the attached entry forms – please photocopy where necessary.
- Entries will not be returned.
- The administrator's decision on eligibility is final.
- If shortlisted, publishers will be requested to provide up to 30 gratis copies for Blue Peter Production team/young judges use, plus agree to sell further copies to Booktrust at 50% discount.
- Books which are submitted in manuscript form, because no advance copy is available, must be replaced with a printed book if they are longlisted by Booktrust.

Entry Form for The Blue Peter Book Award 2011

Please send six copies of each entry to: The Blue Peter Book Award, Booktrust, Book House, 45 East Hill, London SW18 2QZ to arrive by **23 July 2010**.

Category: Favourite Story

Title Date of Publication

Author Illustrator

Title Date of Publication

Author Illustrator

Title Date of Publication

Author Illustrator

Title Date of Publication

Author Illustrator

I confirm the author's and illustrator's eligibility and agree to abide by the rules.

Submission made by (please print)

Job Title

Publisher

Address

.....

Tel: Fax:

Email

Entry Form for The Blue Peter Book Award 2011

Please send six copies of each entry to: The Blue Peter Book Award, Booktrust, Book House, 45 East Hill, London SW18 2QZ to arrive by **23 July 2010**.

Category: Most Fun Story with Pictures

Title Date of Publication

Author Illustrator

Title Date of Publication

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Title Date of Publication

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I confirm the author's and illustrator's eligibility and agree to abide by the rules.

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Category: Best Book with Facts

Title Date of Publication

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