



PRESS RELEASE
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**Save the Redwoods League & New York Times Bestselling Author
T. A. Barron Launch “Reading the Redwoods” Contest for
Elementary Students Across the U.S.**

A free online reading contest encourages kids in grades K-5 to discover the magic of California’s redwood forests through books – and win prizes.

SAN FRANCISCO (March 9, 2018) — Dr. Seuss may have said it best: “The more that you read, the more things you will know. The more that you learn, the more places you’ll go.” In that same spirit and in celebration of [Save the Redwoods League’s](#) centennial in 2018, the League is organizing a reading contest to inspire young people to discover California’s redwood forests. Stories of adventure, mystery and friendship await young readers who participate in this free, online reading contest with prize packages awarded on a weekly basis and culminating in the chance to win a Grand Prize. Acclaimed author [T. A. Barron](#), whose books include *The Ancient One*, the *Merlin Saga*, and many others, will serve as the contest’s ambassador.

“Books allow you to travel wherever you like – no ticket required. That’s what’s so great about Save the Redwoods League’s Reading the Redwoods contest,” said Mr. Barron, who is also a council member for Save the Redwoods League. “I invite families from everywhere to participate and discover a sense of wonder about nature.”

“We want to connect as many people to the redwoods as we can during our Centennial year and beyond. And we want to especially engage children who are the future stewards of the redwoods. It’s with this in mind that we launch the Reading the Redwoods contest,” said Jennifer Benito-Kowalski, chief communications officer for Save the Redwoods League. “T. A. Barron has captured the imaginations of young people around the country with his books that are grounded in the preservation of nature, and especially trees and redwoods. We are thrilled to partner with him on this contest and bringing the magic of the redwoods to children everywhere.”



Save the Redwoods League & New York Times Bestselling Author T. A. Barron Launch “Reading the Redwoods” Contest for Elementary Students Across the U.S.

About the contest:

Reading the Redwoods contest launches March 10, 2018 on ReadingtheRedwoods.org and will run for eight weeks. Participating families are asked to complete five easy and fun reading activities before May 10, 2018 to be entered to win weekly prizes and a final Grand Prize. Weekly prizes will be awarded courtesy of REI, Clif Bar and author T. A. Barron. The Grand Prize, courtesy VisitRedwoods.com, is a trip to visit the redwoods in northern California, including a two-night stay at the Best Western Humboldt Bay Inn near Humboldt National Park, a \$300 rental car

voucher, and guided adventures like horseback riding or kayaking. First Prize is a Riprock 24 kids bike from Specialized. Visit ReadingtheRedwoods.org for full details.

Reading the Redwoods activities are:

- *Read:* Read two books about redwoods, forests, and nature in general. Links to book lists will be provided on the [contest website](#), along with encouragement to visit public libraries and local bookstores.
- *Listen:* Listen to one audio book about redwoods, forests, and nature in general. Links to audio book sites and forest/tree/nature books are provided.
- *Share:* Take a selfie with your favorite tree, write a story about the redwoods, or draw a picture and post to an adult's Facebook or Instagram with #Stand4Redwoods.
- *Find:* [Find the redwood park](#) closest to your home using resources on the League's website and read about the park's history and features.
- *Watch:* Witness the wonders of a redwood forest live via [a webcam](#) on the League's website.

How the contest works:

1. Parents and guardians sign up on ReadingtheRedwoods.org with their name, email address, and city where they live. Just by signing up they are entered to win that week's prize.
2. View and print the checklist of the five easy activities to complete by May 10, 2018.
3. Emails will be sent weekly to announce prize winners, highlight contest participants' posts on social media, share tips and ideas, and encourage participants to invite friends to participate in the contest.
4. Once completed, participants click the "I finished!" link at ReadingtheRedwoods.org. They are automatically entered to win Grand and First Prizes.

Save the Redwoods League recognizes the support of the following partners:

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| -510Families.com | -Clif Bar | -REI |
| -California Outdoor Engagement Coalition | -Dawn Publications | -Specialized |
| -ChangeScale | -Independent Bookstore Day | -Trackers Earth |
| -Children & Nature Network | -MelindaMyers.com | -VisitRedwoods.com |
| | -Oakland Zoo | |



Save the Redwoods League Celebrates 100 Years

One of the nation's oldest conservation organizations, Save the Redwoods League is celebrating 100 years of protecting and restoring redwood forests, connecting generations of visitors with the beauty and serenity of the redwood forest. Our 19,000 supporters have enabled the League to protect more than 200,000 acres of irreplaceable forest and help create 66 redwood parks and reserves. For more information, go to SaveTheRedwoods.org.

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