

For immediate release:

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Mrs. Nelson's Toy and Book Shop Wins 2009 Pannell Award

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Local children's bookstore Mrs. Nelson's Toy and Book Shop (www.mrsnelsons.com) is the 2009 recipient of the Lucile Micheels Pannell Award for Children's Specialty Bookstore. Mrs. Nelson's was chosen from entries nation-wide for showing excellence in promoting children's books and literacy.

The Lucile Micheels Pannell Awards are given by the Women's National Book Association in recognition of outstanding booksellers who work to promote the love of reading and books among children and young people. This national competition awards two prizes each spring. One prize is given to general bookstores and one prize is given to book stores that specialize in children's books. The jury chooses winners based on creativity, responsiveness to community needs, passion, and understanding of children's books and young readers.

Mrs. Nelson's Toy and Book Shop has been a force for children's reading and literacy for more than twenty years. From Covina to San Bernardino to Chino, Mrs. Nelson's is a strong advocate for children's books and authors in the San Gabriel Valley and the Inland Empire. Along with its sister company, Mrs. Nelson's Book Fair Company, Mrs. Nelson's reaches out to children of all ages, promoting books and reading through author appearances and other book-oriented events.

Mrs. Nelson's hosts more than 50 authors every year at events in the store, at schools or other venues. Mrs. Nelson's works with local annual literature festivals, including the annual Chino Valley U.S.D. Family Festival of Books, The Charlotte S. Huck Children's Literature Festival, and the L.A. Times Festival of Books.

Mrs. Nelson's Toy and Book Shop also works with local organizations to promote reading and they host fundraisers to help local entities get books to children who want and need them. One of their ongoing efforts are the "Build a Better Library" fundraisers which help individual libraries build-up their collections. In February, 2009, Mrs. Nelson's Toy and Book Shop hosted an event featuring best-selling author and philanthropist Greg Mortenson. On the day of the event, Mrs. Nelson's Toy and Book Shop raised more than \$4,400.00 for Mortenson's charity, *Pennies for Peace*.

Mrs. Nelson's Toy and Book Shop is honored to be receiving the Lucile Micheels Pannell Award. According to General Manager, Andrea Vuleta, "to be nationally recognized as an outstanding bookstore for children is a rare privilege. It has given us the motivation to further our outreach, promoting literacy and book-oriented events for children and young adults."

The Lucile Micheels Pannell Awards will be given out on Friday, May 29th at the Children's Book and Author Breakfast, which takes place during the American Booksellers Association's annual conference, Book Expo America, in New York City. Andrea Vuleta will be accepting the award on behalf of Mrs. Nelson's Toy and Book Shop. The award includes a check for \$1,000 and a framed, original work of art donated by illustrator Barry Moser.

For more information about the Lucile Micheels Pannell Awards, visit the Women's National Book Association website: www.wnba-books.org.

For more information about Mrs. Nelson's Toy and Book Shop, visit their website at www.mrsnelson.com, or by calling (909) 599-4558.