



FOR IMMEDIATE RELEASE

**AWE, INC. ANNOUNCES WINNER OF  
2011 LITERACY SUCCESS AWARD**

*Second Annual Literacy Award Spotlights Literacy Programs Conducted by Public Libraries*

**January 21, 2012, Chester, PA** – AWE, Inc. is pleased to announce the winner of the 2011 *awe inspiring: AWE's Literacy Success Award*. “This award has been established to recognize the work libraries do to promote literacy and learning in their communities,” said Michael Mok, VP of US Sales. “We would like to thank the many libraries that took time to apply for the award. We had many excellent submissions again this year.”

The winner of the second annual award is **San Benito County Free Library** in Hollister, CA. Their *awe inspiring* winning submission was *The ABC Express*, an impactful program designed to promote early literacy to low-income families by targeting children who are on waiting lists for preschools in San Benito County. A panel of five judges selected the winner. San Benito County Free Library will be presented the award at their library in the near future.

The goal of The ABC Express was to introduce the families on the preschool waiting list to reading readiness, school readiness, the six early literacy skills, basic computer skills—and make them more familiar with the services the library offers. Library staffers conducted 120-minute sessions over six consecutive weeks at various locations beyond the library walls, including child care centers. The sessions included hands-on activities, group reading, and activities using four Bilingual Spanish AWE Early Literacy Stations (ELS). The inaugural run of this program provided over 50 low-income families with early literacy and technology skills that helped children get ready for school and introduced basic computer skills to low-income families who may not have access to or knowledge of technology.

The runner-up finalists included *Seuss Fest* from the Bedford Public Library in Bedford, TX; *Targeted Reading Intervention Program* from North Miami Public Library in Miami, FL; *Growing Like a Read* from the Pioneer Library System in Norman, OK; and the *Family Childcare Language & Literacy Project* from Springfield City Library in Springfield, MA. Details of these programs and judges' bios can be found at [www.awelearning.com/literacysuccessaward](http://www.awelearning.com/literacysuccessaward).

About AWE – *Inspiring every child to become a lifelong learner™*

AWE is a provider of digital learning solutions to libraries, schools, child care centers, and other educational entities.

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