



**Media Contact:**

Jessica Corcoran, Communications Director  
971-634-1605, [jcorcoran@getsmartoregon.org](mailto:jcorcoran@getsmartoregon.org)

**FOR IMMEDIATE RELEASE**

March 15, 2014

**SMART Announces 2013-14 Book Award Winner:  
*Pete the Cat: I Love My White Shoes***

**Portland, Ore.** – SMART (Start Making A Reader Today), the statewide early literacy nonprofit organization, has announced the results of its annual SMART Book Award – the only kid-selected book award program in Oregon.

SMART's 2013-14 Book Award winner is *Pete the Cat: I Love My White Shoes* by Eric Litwin, which received a landslide of 2,442 votes. Coming in second place is *There is a Bird On Your Head!* by Mo Willems, which received 1,547 votes.

Additional nominees included *Red-Eyed Tree Frog* by Joy Cowley, *The Very Hungry Caterpillar* by Eric Carle, and *Penguins!* (National Geographic) by Anne Schreiber. In total, almost 6,000 students across Oregon voted in SMART's 15<sup>th</sup> annual Book Award.

*Pete the Cat: I Love My White Shoes* tells the story of a cat on his adventure with his white shoes. Here's what some SMART students had to say about why *Pete the Cat: I Love My Shoes* got their vote:

- "Because he just keeps singing even when his shoes turn different colors."
- "Because of the jazz music."
- "Because things can happen but you don't have to get mad."

The SMART Book Award is supported in part by a grant from the Oregon Cultural Trust: Oregonians sustaining, developing, and participating in our arts, heritage and humanities.

**About the SMART Book Award**

SMART initiated the SMART Book Award in 2000 to further inspire an interest in books and reading. While the nominees are selected by SMART staff and volunteers, the SMART Book Award is 100 percent kid-selected. Each February, thousands of children in the SMART reading program read five nominated books and vote for their favorite. Voting is conducted by secret ballot and the results are revealed in March.

**About SMART® (Start Making A Reader Today)**

SMART is a statewide nonprofit organization that envisions an Oregon where every child can read and is empowered to succeed. We engage community volunteers to read one-on-one with PreK-3 children, helping strengthen literacy skills and encourage a love of reading. Children in the program receive 14 new books throughout the school year to keep and read with their families. Visit [www.getSMARToregon.org](http://www.getSMARToregon.org) or call 877-598-4633 to learn more about SMART.

###