

# 2009 LIVING NOW BOOK AWARDS ENTRY FORM AND GUIDELINES

~ Books For Better Living! ~

## **Awards Overview**

The Living Now Book Awards are designed to bring increased recognition to the year's very best lifestyle books and their creators. We all seek healthier, more fulfilling and productive lives, and books are an important tool for gaining knowledge about how to achieve these goals for ourselves and our loved ones.

The purpose of the Living Now Book Awards is to celebrate the innovation and creativity of newly published books that can enhance the quality of our lives, from cooking and entertaining to fitness and travel. The awards are open to all books written in English and intended for the North American market. Winning a Living Now Book Award will bring recipients the credibility and publicity they need to further their book marketing and sales success.

Lifestyle publishing categories such as home, health and self-improvement are the fastest-growing segments of book publishing today, and the Living Now Book Awards will help demonstrate the importance of these books to readers and their vitality in the marketplace. The Living Now award seal on a book's cover will become a symbol that says, "This book will improve and enrich your life! Buy me today!"

## **How to Enter**

Entry into the Living Now Book Awards is fast and convenient, either through our online entry site or by printable entry form. Online entry requires using a credit card; mail-in entry can be done by credit card or by company or personal check in U.S. funds.

## **Who can enter?**

Authors and publishers throughout North America and overseas publishers who publish English-language books intended for the American market may enter. Books with a 2007 or 2008 copyright, or that were released in 2007 or 2008, are eligible. Print-On-Demand and other independent authors are welcome to enter their books themselves.

## **What does it cost?**

Entry Fees are per title, per category. Enter one book in one category for a single entry fee; enter one book in two categories, pay two entry fees. (Sorry, no discounts for multiple title or multi-category entries.) Final deadline is February 21, 2009 with an "early-bird" entry fee available to those who register early, according to the following schedule:

*Early-Bird Entry – entered online or postmarked by December 15, 2008: \$80*

*Regular Entry – entered online or postmarked between December 15 and February 21, 2009: \$90*

### **Why do we charge entry fees?**

We charge entry fees to pay for administering the awards, including everything from the electricity and storage space to personnel and judges' fees. We spend a few thousand dollars designing the awards medals, seals, website, etc., and another few thousand each year to put on the awards presentation event and to promote the results. Add in the postage to mail books to judges and other miscellaneous expenses, and it costs about \$50K to run a good awards program.

### **What do the winners receive?**

Gold, silver, and bronze medals will be awarded in each category. Each medal-winning book receives a packet including the medal, a certificate, 20 foil award seals, an awards program and marketing material. The award is designed as a marketing tool, so we hope the most valuable aspect of the award is its promotional value and as a sales aid.

### **What do I send in my entry package?**

Please send two copies of each book entered into an awards category. When entering a title into more than one category, please send two copies of the book for each category entered. Please include completed entry form and check/credit card info, or online registration receipt in the same package as the books, preferably tucked inside the front cover. You need not send any marketing kits, reviews or any other supporting material, as our judges are not allowed to see anything but the book itself.

### **Judging Process**

Judging will be based on content, originality, design, and production quality, with emphasis on innovation and creativity. Our judging panel includes experts from the fields of editing, design, reviewing, bookselling and library. Three to five semi-finalists per category will be named on about April 10th, 2009; final results will be announced on Earth Day, April 22nd, 2009.

### **Contest Deadline**

All entries must be posted online or postmarked by February 21st, 2009.

### **Contest Entry Confirmation and Updates**

We will confirm your entry via email, and send judging updates and results announcements by email as well. Please inform us of any email address changes or additional contacts you'd like added to our contest update list.

### **For more information contact:**

**Jim Barnes, Awards Director**

**1.800.706.4636x1011**

**[jimb@bookpublishing.com](mailto:jimb@bookpublishing.com)**

## **2009 Living Now Book Awards Categories**

1. Cookbooks/General
2. Cooking/Nutrition
3. Cooking/Ethnic
4. Cooking/Natural (Organic, Vegetarian, etc.)
5. Cooking/Entertaining/Holiday
6. Collecting/Hobbies
7. Crafts (Scrapbooking, Stamping, Beading, etc.)
8. Knitting/Crochet
9. Sewing/Quilting
10. Etiquette/Traditions/Wedding Planning
11. Gift/Specialty/Keepsake
12. Gardening/Landscaping
13. Pets/Livestock
14. Green Living (Alternative energy, Conservation, Cleaning, etc.)
15. Outdoor Recreation (Camping, Hiking, Paddling, etc.)
16. Home Building/Remodeling
17. Home Improvement/Decorating
18. Family (Parenting/Health/Safety)
19. Family Activities/Travel
20. Finance/Budgeting
21. Social Activism/Charity
22. Style/Fashion/Shopping
23. Personal Growth/Self Help
24. Exercise/Fitness
25. Health/Wellness
26. Meditation/Relaxation
27. Yoga/Pilates
28. Mature Living/Anti-Aging

# LIVING NOW BOOK AWARDS 2009 - ENTRY FORM

Please include this form with your entry, preferably folded and inserted inside the front cover.

## TITLE INFO:

\_\_\_\_\_

Title

\_\_\_\_\_

Author

\_\_\_\_\_

Publisher Name (as you'd like it to appear in publicity)

\_\_\_\_\_

Category(s) Entered (You may list multiple categories, but don't forget to send a book for each category entered)

**PLEASE REMEMBER TO SUBMIT TWO COPIES OF BOOK FOR EACH CATEGORY ENTERED!**

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*Early-Bird Entry* – (valid through December 15th) \_\_\_\_\_ @ \$80 = \_\_\_\_\_

*Regular Entry* – (per title, per category) \_\_\_\_\_ @ \$90 = \_\_\_\_\_

(All Fees to be submitted in U.S. Funds) **Total:** \$ \_\_\_\_\_

\_\_\_\_\_

Contact Person

\_\_\_\_\_

Email Address

\_\_\_\_\_

Company/Publisher/POD Service

\_\_\_\_\_

Address

\_\_\_\_\_

City, State, Postal Code

\_\_\_\_\_

Telephone

\_\_\_\_\_

Fax

### Method of Payment:

- Check in U.S. funds payable to *Jenkins Group*
- Credit Card – Visa / MasterCard / American Express

\_\_\_\_\_

Credit Card Number

\_\_\_\_\_

Exp. Date

\_\_\_\_\_

Name on Card

### How to Send

Ship books with entry fee(s) and entry form(s) to:

**Living Now Awards 2009**

**Jenkins Group**

**1129 Woodmere Ave – Suite B**

**Traverse City, MI 49686**