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**FOR IMMEDIATE RELEASE**

**The Eric Carle Museum Announces  
2009 CARLE HONORS RECIPIENTS  
and Benefit Gala News**

(Amherst, MA, September 1, 2009) This year's recipients of the coveted Carle Honors Awards include the influential artist **Alice Provensen**, whose collaborations with her late husband Martin earned them both Caldecott and Newbery medals; **Kyle Zimmer**, who founded First Book, an organization that has provided more than 65 million new books to tens of thousands of organizations that help children in poverty; the legendary publisher **Walter Lorraine**, who shepherded many authors to distinguished awards; and **Blouke and Marianne Carus**, a husband and wife team who founded the groundbreaking children's literary publishing company that includes *CRICKET* magazine. **The recipients will be honored on Thursday, September 24th at 6:00 pm at the Midtown Loft & Terrace at 267 5th Avenue in New York City. A limited number of tickets are on sale now and are available by calling 413-658-1104.**

**ART AUCTION & SPECIAL COMMEMORATIVE POSTER**

The event includes the second annual Art Auction featuring original works donated by some of the industry's most celebrated children's picture book artists, such as Eric Carle, Tomie dePaola, David Macaulay and Chris Van Allsburg. New this year will be the first annual Carle Honors poster created by **Mo Willems**, who will be on hand to sign. The poster, a gift to any gala guest who makes a \$40 donation to the Museum, stars Willems' popular characters Elephant and Piggie in a comic moment of artistic fervor. Visit [www.carlemuseum.org/carlehonors/auction](http://www.carlemuseum.org/carlehonors/auction) to view all entries. The artwork and the poster will also be on display at **Books of Wonder**, 18 West 18th Street in Manhattan, beginning with a free reception open to the public on September 10 from 5:00 pm to 7:00 pm. *An image of the poster is attached.*

**NEW OPPORTUNITIES FOR EDUCATORS & SPONSORS**

The Carle is pleased to announce corporate and individual sponsorships for the event, including a new Educator Sponsorship which provides teachers and librarians with gala tickets, plus a one-year Museum Membership, the commemorative poster and a space at The Carle's Reggio-inspired conference. Disney Publishing Worldwide is the Premier Sponsor of the event at The Carle Patron level. At least five others have confirmed as Educator Patrons, including Sabuda and Reinhart Studio, Penguin Young Readers Group, Random House Children's Books, Scholastic and select individuals, collectively sponsoring at least 25 worthy educators.

**ABOUT THE AWARDS & THE HONOREES**

The Carle Honors recognizes four distinct forms of creative vision and long-term dedication to the art of the picture book and its vital role in supporting art appreciation,

early literacy, and critical thinking. All proceeds benefit the Museum's educational programming and operating needs, and its efforts to serve as a national center for visual literacy and learning. The four categories acknowledge the pivotal contributions of Artist, Angel, Mentor and Bridge. **Artist:** for lifelong innovation in the field. **Mentor:** editors, designers, educators who champion the art form. **Angel:** whose generous financial support is crucial to making picture book art exhibitions, education programs, and related projects a reality. **Bridge:** individuals who have found inspired ways to bring the art of the picture book to larger audiences through work in other fields.

**The fourth annual Carle Honors will begin at 6:00 pm** with a rooftop terrace cocktail reception with Eric and Barbara Carle, The Carle Honors recipients, artists, and special guests. Presentation of awards will begin at 7:45 pm with Paul Zelinsky, Joan Allen, Susan Meddaugh and David Wiesner presiding, followed by dinner fare and desserts. Event guests will include Museum patrons and board members, luminaries from the field of children's illustrated literature, and representatives from early childhood education and advocacy and children's media.

#### **Alice Provensen – Artist**

Beginning in 1947, Alice Provensen and her husband, Martin, together created numerous children's picture books including *Fireside Book of Folk Songs*, *The Color Kittens*, *The Charge of the Light Brigade*, *Our Animal Friends at Maple Hill Farm*, *A Visit to William Blake's Inn* (Caldecott Honor, 1982) and *The Glorious Flight* (Caldecott Medal, 1984). The Provensens have been on *The New York Times* list of the Ten Best Illustrated Books eight times. Since Martin's death in 1987, Alice has continued to write and illustrate children's books such as *The Buck Stops Here*, *Punch in New York*, *My Fellow Americans*, and *A Day in the Life of Murphy*.

#### **Kyle Zimmer – Angel**

When Kyle Zimmer volunteered to mentor a child at a local shelter in Washington, D.C., she became aware that books were almost non-existent in the lives of children in need. In 1992, she and two friends founded First Book, a non-profit organization serving children in poverty by providing access to books and educational resources. First Book has provided more than 65 million new books to critical programs serving tens of thousands of children. A leader in the social sector and poised for global expansion, First Book has been recognized by *Forbes Magazine*, the Goldman Sachs Foundation, the Schwab Foundation for Social Entrepreneurship and *The Chronicle of Philanthropy*.

#### **Walter Lorraine – Mentor**

In 1952 Walter Lorraine began a long and successful career at Houghton Mifflin as the production manager of children's books. He later became art director, and finally Vice President and Director of the children's book department. In 1995 he became the Vice President and Publisher of Walter Lorraine Books, an imprint of Houghton Mifflin Company. The many authors and illustrators he has shepherded have won countless awards including the Newbery Medal, the Caldecott Medal, the Batchelder Award, *The*

*New York Times* Best Illustrated Children's Books, and were National Book Award Finalists.

### **Marianne and Blouke Carus – Bridge**

In 1973, Marianne and Blouke Carus published a magazine for children that aspired to the highest literary standards as set by *St. Nicholas*. The Caruses named their magazine *CRICKET* and included only contributions by the great authors of the past and present. They wanted to ignite their readers' enthusiasm for excellent stories, articles, and poems and instill a love for reading. The first *CRICKET* issue included stories by Isaac Bashevis Singer, Sid Fleischman, Astrid Lindgren, Arnold Lobel, Julius Lester, Jean Craighead George, and poems by T.S. Eliot and Nikki Giovanni, among others. The *CRICKET* Magazine Group has won every major award in children's literature.

### **ABOUT THE MUSEUM**

Together with his wife Barbara, Eric Carle, the renowned author and illustrator of more than 70 books, including the 1969 classic *The Very Hungry Caterpillar*, founded The Eric Carle Museum of Picture Book Art as the first full-scale museum in this country devoted to national and international picture book art, conceived and built with the aim of celebrating the art that we are first exposed to as children. Through the exploration of images that are familiar and beloved, it is the Museum's goal to provide an enriching, dynamic, and supportive context for the development of literacy and to foster in visitors of all ages and backgrounds the confidence to appreciate and enjoy art of every kind.

The Museum—which houses three galleries dedicated to rotating exhibitions of picture book art, a hands-on Art Studio, a Reading Library, an Auditorium, a Café, and a Museum Shop—is located at 125 West Bay Road, Amherst, MA. Museum hours are Tuesday through Friday 10 am to 4 pm, Saturday 10 am to 5 pm, and Sunday 12 noon to 5 pm. Admission is \$9 for adults, \$6 for children under 18, and \$22.50 for a family of four. For further information and directions, call 413-658-1100 or visit the Museum's website at [www.carlemuseum.org](http://www.carlemuseum.org).

### **IMAGES ARE AVAILABLE FOR REPRODUCTION**

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