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Popular Children's Books Series Author, Public Health Leader Recruited to Judge Fight the Bite Poster Contest

Two outside experts have agreed to help judge the 2008 Fight the Bite poster contest, co-sponsored by the Centers for Disease Control and Prevention and the DEET Education Program with The Weekly Reader as the media partner.

Mike Berenstain, co-author of the popular "Berenstain Bears" book series, and Patrick Libbey, executive director of the National Association of City and County Health Officials, will be among the judges for the contest, which is open to all fifth and sixth graders.

Berenstain's parents, Stan and Jan Berenstain, began their famous series for children in 1962, which now includes 300-plus titles. The award-winning books led to several TV series and numerous educational computer games for kids. Long before Stan's death in 2005, Mike was collaborating with his parents on many projects. Two new books, "The Berenstain Bears Big Bedtime Book," HarperCollins, which is for children, and "Child's Play: The Berenstain Baby Boom, 1946-1964," Abrams, a companion to an exhibit at the Strong Museum of Play in Rochester, N.Y., will be published this spring.

Libbey has led NACCHO since 2002, after a 29-year career in local public health in Thurston County, Wash. Based in Washington, D.C., NACCHO represents the nation's approximately 3,000 local health departments, including city, county, metro, district and tribal agencies.

Fight the Bite Poster Contest entry details and forms, the '07 winning posters, relevant information and links to other sources are at www.fightthebitecontest.org. The deadline for entries is April 4. Two winners from each state—one fifth grader and one in sixth—will receive a \$50 U.S. Savings Bond and certificate. The Grand Prize winners—one from each grade—will receive a \$1,000

U.S. Savings Bond, a plaque and an all-expenses-paid trip to Atlanta with their parents for the awards presentations.

The DEET Education Program (www.deetonline.org), which operates under the auspices of the Consumer Specialty Products Association, is sponsored by Clariant Corp., McLaughlin Gormley King Co., S.C. Johnson & Son Inc., Spectrum Brands (part of United Industries), 3M Company and Vertellus Health and Specialties Inc.