



# PRESSRELEASE

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## Sourcebooks Celebrates Educators with “My Teacher Said YES!” Sweepstakes

*Families to Nominate Teachers Who Are Going Above and Beyond During COVID-19 Pandemic*

(Chicago – April 9, 2020) — So many kids are hearing no right now. NO! You can't go to school. NO! You can't go to soccer. NO! You can't go to ballet. Yet so many teachers are saying YES! Amid everything going on, educators are finding new ways to teach, to guide, to help, and to comfort their students.

In conjunction with the highly anticipated release of children's picture book *A Thousand No's* by DJ Corchin and illustrated by Dan Dougherty, Sourcebooks is launching the “My Teacher Said YES!” Sweepstakes to recognize and celebrate these tireless educators who are going above and beyond during the COVID-19 pandemic.

“What better way to launch a book about perseverance and innovation than to recognize teachers during this unprecedented time?” Corchin said. “They're overcoming incredible obstacles with resolve, compassion, and even a bit of magic. I'm thrilled to be part of this campaign celebrating a group of true professionals who selflessly work to bring out the best in us all.”

From now through June, students and parents can nominate their elementary, junior high, and high school teachers by posting a photo or video and sharing how their teacher has made a positive impact during the COVID-19 pandemic.

Sourcebooks will randomly select three different teachers between April and June, and each winner will receive a \$500 prize. Three runners-up from each grade level will receive a signed copy of *A Thousand No's* for their classroom.

- a. **My Elementary Teacher Said YES:** Monday, April 13, to Monday, April 27 (1 teacher receives \$500, 3 teachers receive copies of *A Thousand No's*)
- b. **My Junior High Teacher Said YES:** Monday, May 4, to Monday, May 18 (1 teacher receives \$500, 3 teachers receive copies of *A Thousand No's*)
- c. **My High School Teacher Said YES:** Monday, May 25, to Monday, June 8 (1 teacher receives \$500, 3 teachers receive copies of *A Thousand No's*)

“Sourcebooks believes that books change lives, and we are constantly looking for ways to create opportunities for readers to engage with our mission statement,” said Valerie Pierce, director of retail marketing and creative services. “We believe this campaign will provide little rays of hope by reminding everyone to say yes to kindness. We can't wait to see the lovely posts that kids and parents create together!”

For more information and official rules, visit [books.sourcebooks.com/myteachersaidyes](https://books.sourcebooks.com/myteachersaidyes).

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### About the Book

*A Thousand NO's* is a story about perseverance and innovation. It shows what amazing things can happen if we work with others and don't give up, and it teaches kids not to let expectations of how things *should* be get in the way of what *could* be.

### About the Author

DJ Corchin is an award-winning children's book author and illustrator. He uses his unique humor and wit to focus on socially conscious messages involving kindness, communication, and emotional awareness. He currently lives and works in Chicago, Illinois.

### About the Illustrator

Dan Dougherty is the writer and illustrator behind several comics and children's books. When he isn't making comics, Dan teaches how to make them at the International School of Comics Chicago.

### About Sourcebooks

Sourcebooks is a thriving entrepreneurial company that brings extraordinary authors to readers in the most dynamic, data-driven ways. We create books that transcend categories and defy odds and have been honored with hundreds of national bestsellers and awards. We are home to enthusiastic, book-loving employees who are dedicated to connecting books to readers in new and innovative ways. Story by story, book by book, we have touched over 100 million lives. Join us as we change 100 million more. Visit [www.sourcebooks.com](http://www.sourcebooks.com) for more information.



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