

ENTRY GUIDELINES

The Seventeenth Annual Self-Improvement Book Awards

BACKGROUND:

The **Books for a Better Life Awards** recognize and pay tribute to a category of books that have become a major force in American culture. Books labeled “self-help,” “motivational,” “self-improvement” or “advice” have made it to bestseller lists for years, influencing countless lives. **The Books for a Better Life Awards** honor these works.

The **Seventeenth Annual Books for a Better Life Awards** will be presented by the New York City – Southern New York Chapter of the National Multiple Sclerosis Society during an awards ceremony hosted by television personality Meredith Vieira at The Times Center in Manhattan Monday, March 11, 2013. There is a natural partnership between the mission of the Society and the Awards - overcoming and adjusting to life’s challenges goes hand-in-hand with a diagnosis of multiple sclerosis. The Society is working to create a world free of MS by mobilizing people and resources to drive research for a cure and to address the challenges of everyone affected by MS. Your generous support of these awards makes possible the hundreds of comprehensive support services and educational programs the chapter provides people living with MS, their friends and families, in addition to supporting the Society’s critical research initiatives.

The following ten titles were last year’s Books for a Better Life Award winners:

Title	Author	Publishers	Category
<i>Message from an Unknown Chinese Mother</i>	Xinran	Scribner	Childcare/ Parenting
<i>Day of Honey</i>	Annia Ciezadlo	Free Press	First Book
<i>The Neighborhood Project</i>	David Sloan Wilson	Little, Brown and Company	Green
<i>Enjoy Every Sandwich</i>	Lee Lipsenthal, M.D.	The Crown Publishing Group	Inspirational Memoir
<i>Who’s Afraid of Post-Blackness?</i>	Toure’	Free Press	Motivational
<i>Clark Howard’s Living Large in Lean Times</i>	Clark Howard with Mark Meltzer & Theo Timou	Avery Books	Personal Finance
<i>The Geeks Shall Inherit the Earth</i>	Alexandra Robbins	Hyperion Books	Psychology
<i>Spousonomics</i>	Paula Szuchman and Jenny Anderson	Random House	Relationships
<i>Holy Ghost Girl</i>	Donna M. Johnson	Gotham Books	Spiritual
<i>The Longevity Project</i>	Howard S. Friedman, Ph.D & Leslie R. Martin, Ph.D	Hudson Street Press	Wellness

2012 CALL FOR ENTRIES

Five finalists in the following eleven categories will be chosen by an independent panel of judges and will be posted on **books.MSnyc.org** in late October 2012: **Childcare/Parenting, Cookbook, First Book, Green, Inspirational Memoir, Motivational, Psychology, Relationships, Spiritual, Wellness and Young Adult/Non-Fiction.** Independent panels of judges in each category will then select a winner from each category. This is an invitation to all publishers, agents and authors to submit entries to this year’s **Books for a Better Life Awards.** To avoid



**National
Multiple Sclerosis
Society**
New York City –
Southern New York
Chapter



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duplication, authors should coordinate entries with their publishers and agents. Any duplicate fees will be considered contributions to the National MS Society and are fully tax-deductible.

ELIGIBILITY

Original titles that fall into any of the above-named categories, published in the U.S. between January 1, 2012 and December 31, 2012 are eligible. These should be submitted as finished copies, if available. Proofs, bound galleys and manuscripts will also be accepted. Audio and E-books are not accepted at this time.

Books entered in the First Book category require a signed statement by the author or a representative of the author that he or she has not previously authored, co-authored or contributed significantly to a self-help book. Should a question be raised regarding an entry, the entrant agrees by this signature to submit any documentation deemed necessary for review. Inability to provide this documentation will be grounds for disqualification.

Publishers are responsible for selecting the appropriate category in which each book will be judged. However, we reserve the right to amend your category decision based on the entries received. The judges' decisions are final. Only books entered in the First Book category may be entered in more than one category. **If submitting a First Book entry in a second category, complete a separate entry form and submit an additional four copies of the book and an additional entry fee.**

ENTRY FEE

A fee of \$65 is charged for each entry per category. Books that are submitted in the First Book category in addition to another category must pay the entry fee for each category (\$130 total). **Payment in full must accompany entries for them to be considered. Checks should be made payable to the National MS Society, NYC - Southern NY Chapter. Our Tax ID # is 13-2835721. Payment can also be made via credit card. All entry fees must be paid in advance of the nominating process in October to be considered.**

HOW TO SUBMIT ENTRIES

An official entry form must accompany each book submitted for consideration. Submit only one book title per entry form. All information will be taken from this form, so extra care should be taken to ensure that spelling, addresses and phone numbers are accurate, complete and legible. Please be sure to provide a brief book description on the entry form as this information may be read during the event.

Four copies of the book should be packaged with the entry form and check, made payable to the National MS Society, NYC – Southern NY Chapter and delivered to: Jenny Powers , National MS Society, NYC – Southern NY Chapter, 733 Third Ave., Third Floor, New York, NY 10017-3288. Entry forms and entry fees must be sent together. Books are permitted to arrive under separate cover as long as they are accompanied by a copy of the entry form.

DEADLINES FOR ENTRIES

Entries must be received by the National Multiple Sclerosis Society, NYC – Southern NY Chapter no later than Friday, September 14, 2012.

AWARDS

Finalists in each category will be announced in late October 2011 and posted at **books.MSnyc.org**. Winners will be announced at the awards ceremony in New York on Monday, March 11, 2013.

FOR MORE INFORMATION

If you have questions about entries or the awards event, please call Jenny Powers at 212-453-3208, e-mail jpowers@msnyc.org, or visit **books.MSnyc.org**.

Thank you in advance for your support of the Seventeenth Annual Books for a Better Life Awards!