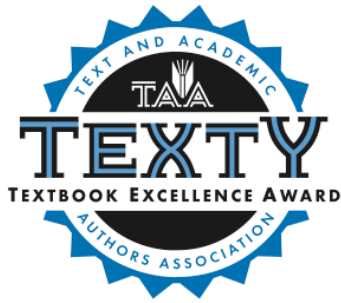


Text and Academic Authors Association unveils new Texty, McGuffey logos



TAA has created new logos for its Textbook Excellence Award and McGuffey Longevity Award.

Please link your logos to: <http://www.taaonline.net/awards>, or the website associated with the year that you won your award: <http://www.taaonline.net/awards/2008winners.html>

Silver stickers containing either the Texty or McGuffey logo can be ordered for \$40 per 100. These stickers can be used on already printed textbooks taken to conferences or sent as complimentary copies. To order stickers, contact Janet Tucker at TAA headquarters at (727) 563-0020 or TextandAcademicAuthors@taaonline.net

Download Texty and McGuffey logo images: <http://www.taaonline.net/awards/index.html>

Text to use in describing the Awards:

Text and Academic Authors Association McGuffey Longevity (“McGuffey”) Award: *Recognizing Textbooks and Learning Materials for Excellence and Longevity* This textbook was awarded a "McGuffey Longevity Award" from the Text and Academic Authors Association (TAA), the only association devoted solely to serving textbook and academic authors since 1987 (www.TAAonline.net). The "McGuffey Longevity Award" recognizes works for their excellence in the areas of content, presentation, appeal, teachability, and longevity. These awards are given each year in several academic disciplines for both elementary and high school works and college titles. TAA's panel of judges are all noted textbook authors in these disciplines.

Text and Academic Authors Association Textbook Excellence (“Texty”) Award: *Recognizing Current Textbooks and Learning Materials for Excellence* This textbook was awarded a "Textbook Excellence Award" from the Text and Academic Authors Association (TAA) the only association devoted solely to serving textbook and academic authors since 1987 (www.TAAonline.net). The "Textbook Excellence Award" recognizes works for their excellence in the areas of content, presentation, appeal, and teachability. These awards are given each year in several academic disciplines for both elementary and high school works and college titles. TAA's panel of judges are all noted textbook authors in these disciplines.