YALSA Board of Directors – Midwinter 08 Topic: Confirmation of Operation Teen Bookdrop Effort

- 2. Create significant buzz for Support Teen Lit Day with a unique, unprecedented, national program and communicate that teen books are high-quality works of literature.
- **3. Increase awareness** for all partners: YALSA, readergirlz, participating publishers, YA authors, and Children's Hospitals.
- **4. Enable Children's Hospitals** to leverage Operation TBD for their own media and fundraising purposes.