



The CLCD Company, LLC

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FOR IMMEDIATE RELEASE—June 25, 2010

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CLCD Introduces CLiPR Service for Publishers

Children’s Literature Publishers Reviews (CLiPR) is a new service offered to publishers by The Children’s Literature Comprehensive Database (CLCD), the trusted resource for information about Children’s and Young Adult media. **CLiPR is another way to help increase sales, whether you sell on line or through other channels.** How can it do this? CLiPR allows publishers to link the titles on their website to the power of CLCD. By doing so it eliminates the need for the publisher staff to locate reviews, cut-and-paste the review text, and attach the reviews to their current and backlist titles. Customers will appreciate the easy access to the range of information available on a particular title that CLCD presents. They will have access not only to the reviews but also to the reading metrics, awards and prizes, and links to curriculum tools and other information.

“A subscription to CLiPR has the full richness of CLCD behind it but makes it specific for each publisher’s title. It is a huge timesaver for a publishing house.” says Marilyn Courtot, President of CLCD. Publishers have already discovered how CLCD can enhance their access to information about the books they have published and those they are considering. “CLCD is a godsend for someone like me who has more work than time. It’s a one-stop research destination, and I use it constantly when looking for quotes for book-jacket copy or checking out an author’s backlist,” states Margery Cuyler, Publisher, Marshall Cavendish Children’s Books. Mark Enslow, President of Enslow Publishers, Inc. says they subscribe to CLCD for a number of “in house functions such as comparing reviews, excerpting quotes and noting awards. The depth and breadth of CLCD is amazing.”

CLiPR is a new service with benefits to both publishers and their customers. Informed customers make better decisions, therefore, your titles should sail out of the warehouse. Approximately 2500 new reviews are added to CLCD each month from 38 review sources. Other monthly updates include those for Best Books, Awards and Prizes, and links to author and illustrator Web Resources, Features and Interviews. “It carries on the tradition of CLCD in bringing the most comprehensive information relating to literature for youth to our subscribers. Publishers can expect smooth and speedy sailing with a subscription to CLiPR,” says Ms. Courtot.

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About The Children's Literature Comprehensive Database

The Children's Literature Comprehensive Database (CLCD) is an Internet based acquisition, research, and reference service that offers 2,000,000 MARC records and over 400,000 reviews of children's materials from 38 sources including *The ALAN Review*, *Booklist*, *Books for Keeps*, *The Bulletin of the Center for Children's Books*, *Canadian Children's Book News*, *CCBC Choices*, *Children's Literature*, *KIRKUS Reviews*, *Resource Links*, *Science Books and Films*, and *VOYA*. Subscribers can search for specific titles, authors, subjects and see associated reviews, prepare annotated lists/bibliographies, and locate and download MARC records. In addition to the review data, the CLCD database contains jacket images and has thousands of links to author and illustrator web features, curriculum tools and includes information about national, state and international awards dating back to the first Newbery in 1922. There are over 100 best books lists, all state reading lists, and reading measurement parameters. For subscription information or to learn more about the CLCD, visit www.childrenslit.com.