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## NATIONAL BOOK FOUNDATION TO PRESENT LIFETIME ACHIEVEMENT AWARD TO DICK ROBINSON OF SCHOLASTIC INC.

*President Bill Clinton, the Founder of the Clinton Foundation and  
42nd President of the United States, to present Medal to  
Robinson*

**New York, NY (September 20, 2017)** – The National Book Foundation, presenter of the National Book Awards, announces Scholastic Chairman, President & CEO Richard Robinson as the recipient of its **2017 Literarian Award for Outstanding Service to the American Literary Community**. Richard (Dick) Robinson, a philanthropic hero and leader in children’s publishing, education, and media, will receive the award at the 68th National Book Awards Ceremony and Benefit Dinner on November 15, 2017. This is the thirteenth year that the Foundation has presented the Literarian Award, which is given to an individual for a lifetime of achievement in expanding the audience for books and reading. Past recipients are Dr. Maya Angelou, Joan Ganz Cooney, Dave Eggers, Barbara Epstein and Robert Silvers, Lawrence Ferlinghetti, Terry Gross, Mitchell Kaplan, James Patterson, Barney Rosset, Arthur O. Sulzberger, Jr., Kyle Zimmer, and the literary organization Cave Canem.

As president of Scholastic since 1974, Dick Robinson is responsible for inspiring the publishing industry for decades with his commitment to children’s literacy worldwide, his avid support of the Scholastic Arts & Writing Awards, and his innovative approach to print and technology education solutions in support of core literacy teaching and learning. His outstanding work has been recognized with honors including *Book Business Magazine’s 2010 Publishing Innovator of the Year*, the *Corporate Leadership Award* from Save the Children, the *Robin Hood Foundation’s John F. Kennedy, Jr. Corporate Hero Award* in recognition of his efforts to improve literacy, and the *Cleveland E. Dodge Medal for Distinguished Service to Education* from Teachers College, Columbia University, among others.

“It is deeply gratifying to see Dick Robinson receive this great honor,” said David Steinberger Chairman of the Board of Directors of the National Book Foundation. “The mission of the National Book Foundation is, first and foremost, to increase the impact of books on our culture, and nobody has done more to encourage reading than

Dick Robinson. Under Dick Robinson's leadership, Scholastic has brought books into the lives of literally millions of young people in the United States and around the world."

"Dick Robinson's tireless work toward expanding inclusivity and access in literature has changed the way we read," said Lisa Lucas, the Executive Director of the National Book Foundation. "Demonstrated through his tremendous philanthropic giving and unwavering service to the publishing industry, Robinson's commitment to spreading the joy of books has made a significant and long term impact on our culture of reading."

The second of only two leaders in the history of the company, Dick Robinson succeeded his father, M. R. Robinson, who founded Scholastic in 1920. Under Dick Robinson's direction, the company has become the world's largest publisher and distributor of children's books, including the publication of J.K. Rowling's Harry Potter, Dav Pilkey's Captain Underpants and Dog Man, The Hunger Games, Clifford the Big Red Dog®, The Magic School Bus™, and other beloved series. Under Robinson's leadership, Scholastic has also committed themselves to producing innovative educational solutions and technologies, as well as honoring creative teens with the Scholastic Art & Writing Awards, the prestigious scholarship and recognition initiative which was founded by M. R. Robinson and has been supported by the Robinson family for 94 years. In addition, Scholastic donates millions of books annually to organizations serving children in need to ensure that all children have access to books not only in school but in their homes and communities and have the opportunity to discover the great stories and quality nonfiction that will help them understand themselves and the world in which they live.

Nominations for the Literarian Award are made by former National Book Award Winners, Finalists, and Judges, and other writers and literary professionals from around the country. Final selections are made by the National Book Foundation's Board of Directors. Recipients of the Literarian Award for Outstanding Service to the American Literary Community receive \$10,000.

**Full bio:**

**RICHARD ROBINSON** has been President of Scholastic Inc. (NASDAQ: SCHL) since 1974, Chief Executive Officer since 1975, and was elected to the position of Chairman of the Board in 1982. Under Mr. Robinson's leadership, Scholastic has become the world's largest publisher and distributor of children's books, a leading provider of print and digital instructional materials for pre-K to grade 12, and a producer of educational and entertaining children's media. With annual revenue of \$1.6 billion and more than 9,000 employees worldwide, the Company distributes one out of every three children's books purchased in the US through school-based Scholastic Reading Club and Book Fairs, instructional programs, non-profit partners, retail outlets and online.

During Mr. Robinson's tenure, publishing records were shattered with the release of each book in the Harry Potter® series by J.K. Rowling, and Scholastic published the script book of the 8<sup>th</sup> Harry Potter story, *Harry Potter and the Cursed Child, Parts One and Two* in July 2016. Mr. Robinson also led the development of such popular series as Captain Underpants®, The Hunger Games, Clifford the Big Red Dog®, Goosebumps®, I SPY®, The Magic School Bus® and the groundbreaking, multi-platform The 39 Clues®, among many others.

Scholastic Book Club catalogues, expert-curated collections of books from all publishers, are delivered monthly to nearly every K–8 school in the US, and are available online so children and parents have access to the best children’s books at affordable prices. Every Book Club purchase helps the child’s teacher earn points toward the purchase of additional books for the classroom. More than 125,000 Scholastic Book Fairs are held in US schools annually, generating excitement about books for kids and families, and helping principals create a culture of reading in their communities.

Founded in 1920 as a single classroom magazine, Scholastic is now a leading provider of comprehensive literacy solutions for pre-K to grade 12 classrooms, serving schools and districts with a wide array of print and digital materials to support the renewed focus on independent reading as a core component of literacy instruction. Scholastic publishes 32 classroom magazines, which provide relevant, engaging content in print and digital formats reaching more than 25 million readers. The Company’s core curriculum for literacy instruction includes classroom book collections, Guided Reading programs, and classroom digital subscription programs, including GO!™ (formerly Grolier Online), Core Clicks™, Storia® School Edition and the “Flix” line of products. Scholastic is a leader in the movement to improve family and community engagement and offers professional learning programs for educators who are striving to serve the diverse needs of their students.

Under Mr. Robinson’s leadership, Scholastic has developed a rich content and e-commerce experience for teachers, parents and children on Scholastic.com, attracting more than one billion page views every year. Scholastic.com is the most trafficked website for pre-K to grade 8 teachers, and is among the largest internet booksellers, according to *Internet Retailer*, offering quality, affordable children’s books from all publishers.

Mr. Robinson spearheaded the global expansion of Scholastic into Canada, the UK, Australia, New Zealand and throughout Asia, where the Company has operations mirroring the US model of trade publishing, book clubs, book fairs and curriculum materials publishing. Scholastic also exports to more than 165 countries.

Scholastic is the founding sponsor of the Scholastic Art & Writing Awards, the most prestigious recognition program honoring America’s creative teens. Since its founding in 1923, the program has established an amazing track record for identifying the early promise of our nation’s most accomplished and prolific creative leaders. Alumni include artists Andy Warhol, Philip Pearlstein, Robert Indiana, Zac Posen, Kay WalkingStick and John Baldessari; writers Sylvia Plath, Truman Capote, Stephen King, Lena Dunham, Bernard Malamud and Joyce Carol Oates; photographer Richard Avedon (who won for poetry); actors Frances Farmer, Robert Redford, Alan Arkin and John Lithgow; and filmmakers Ken Burns and Richard Linklater. Outside the arts, Awards alumni employ their creativity to become leaders in fields ranging from journalism, law, and medicine, to finance and public service.

Mr. Robinson has received numerous honors for his outstanding career, including Publishers Weekly’s *Publishing Innovator of the Year* in 2011, the *Partners for Children Award* and the *Corporate Leadership Award* from Save the Children, R.R. Bowker’s 1998 *Literary Market Place Publisher of the Year*, and the *Cleveland E. Dodge Medal for Distinguished Service to Education* from Teachers College, Columbia University. He served as Chairman of the Association of American Publishers from 1996 to 1998, was inducted into the Association of

Educational Publishers Hall of Fame, received the *British American Business Award for Innovation*, and was honored with a Lifetime Achievement Award and named Entrepreneur of the Year by Ernst & Young. In 2013, he was named an Honorary Member of the Order of Australia for service to the promotion of children's literature worldwide.

Mr. Robinson is a recipient of the *UJA-Federation For the Love of Reading Award*, The Creative Coalition *Spotlight Award*, the Robin Hood Foundation's *John F. Kennedy, Jr. Corporate Hero Award* and the *Best Friend Award* from LA's BEST After School Enrichment Program, as well as being named the National Association of Bilingual Educators' 1995 *Corporate Citizen of the Year* -- all in recognition of his efforts to improve literacy. In 2002, Reach Out and Read established *The Richard Robinson Award* in his honor to provide annual recognition to pediatric doctors and other healthcare professionals who exemplify the mission of ROR.

Born in Pittsburgh, Pennsylvania, Richard Robinson is a *magna cum laude*, Phi Beta Kappa graduate of Harvard College. He also studied at St Catharine's College, Cambridge University in England, and at Teachers College, Columbia University, and began his career as a high school English teacher in Evanston, IL. He is an Honorary Trustee of the American Museum of Natural History in New York City.

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**The National Book Foundation's mission** is to celebrate the best of American literature, to expand its audience, and to enhance the cultural value of good writing in America. In addition to the National Book Awards, for which it is best known, the Foundation's programs include **5 Under 35**, a celebration of emerging fiction writers selected by former National Book Award Finalists and Winners; the **National Book Awards Teen Press Conference**, an opportunity for New York City students to interview the current National Book Award Finalists in Young People's Literature; **NBA on Campus**, a partnership that brings National Book Award authors to colleges across the country; the **Innovations in Reading Prize**, awarded to individuals and institutions that have developed innovative means of creating and sustaining a lifelong love of reading; and **BookUp**, a writer-led, after-school reading club for middle-school students.

**The National Book Award** is one of the nation's most prestigious literary prizes and has a stellar record of identifying and rewarding quality writing. In 1950, William Carlos Williams was the first Winner in Poetry, the following year William Faulkner was honored in Fiction, and so on through the years. Many previous Winners of the National Book Award are now firmly established in the canon of American literature, including Sherman Alexie, Louise Erdrich, Jonathan Franzen, Denis Johnson, Joyce Carol Oates, Adrienne Rich, and Jesmyn Ward.