



FOR IMMEDIATE RELEASE

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**Between The Pages Honored For Gold Medal in Education, Art, & Culture: Awareness Categories-Best Strategy and Silver Medal in Education, Art, & Culture: Product, Innovation, or Service Categories-Innovation In the Inaugural Anthem Awards**

**Orange, CA** — Feb. 15, 2022 – Alane Adams Studios announced today that it has been awarded a Gold Medal in Education, Art, & Culture: Awareness Categories-Best Strategy and a Silver Medal in Education, Art, & Culture: Product, Innovation, or Service Categories-Innovation in the Inaugural Anthem Awards.

Anthem Winners are selected by the International Academy of Digital Arts and Sciences. Members include **Daniel Dae Kim** (actor, producer, and activist); **Ashley Judd** (Author, Actor, and Social Justice Humanitarian); **Mitchell Baker** (CEO and chairwoman, Mozilla); **Lisa Sherman** (president and CEO, Ad Council), **Sarah Kate Ellis** (president and CEO, GLAAD); **Renata Erlikhman** (chief investment officer, OW Management); **Shayla Tait** (director of philanthropy, The Oprah Winfrey Charitable Foundation); **Russlynn Ali** (CEO and co-founder, XQ Institute); **Marc Ecko** (chief commercial officer and board member, XQ Institute); **Heidi Arthur** (chief campaign development officer, Ad Council); and **Alexis M. Herman** (chair and chief executive officer, New Ventures, and former U.S. secretary of labor).

Between The Pages was created by Alane Adams, founder of Alane Adams Studios to teach students how authors write stories. The engaging series consists of five short interactive videos that break down the process authors undertake, and is supported by grade-leveled worksheets to deepen the learning, including a complete Young Writers Track that supports the learning in the video series and encourages students to write their own stories.

“It is our distinct honor to recognize the work that brands, organizations, and

individuals are all making to create an impact in their community,” said Jessica Lauretti, Managing Director, The Anthem Awards. “We launched this platform to show the world that all corners of our culture, from sports and entertainment to business leaders and celebrities, are all standing up to say, it is time for systemic change and that social good is what we value as a society.”

“We couldn’t be more thrilled that the Anthem Awards recognized the passion and effort we put into bringing Between The Pages to life,” said creator Alane Adams. “Prior to the pandemic, I had been traveling school to school to spread this message, and to have a scalable video series that can reach an unlimited amount of students is truly exciting. More importantly, response from teachers and students has been overwhelmingly positive with students ‘clamoring’ for the next video.”

Winners for the inaugural Anthem Awards will be celebrated at the first annual [Anthem Voices conference](#) followed by a star-studded virtual Awards Show on Monday, February 28, 2022. Fans will be able to hear from social impact leaders during the day and then watch the show, featuring special moments, and hallmark speeches from all you and your fellow winners at [www.anthemawards.com](http://www.anthemawards.com).

The Anthem Awards was launched in response to the prevalence social good has taken within the national conversation and cultural zeitgeist in recent years. The inaugural competition received nearly 2,500 entries from 36 countries worldwide. By amplifying the voices that spark global change, the Anthem Awards are defining a new benchmark for impactful work that inspires others to take action in their communities. A portion of program revenue will fund a new grant program supporting emerging individuals and organizations working to advance the causes recognized in the inaugural Anthem Awards.

## **ABOUT BETWEEN THE PAGES**

Literacy advocate and author Alane Adams has spent the past few years traveling the US visiting over 300 schools and speaking to over 100,000 students about why reading is a superpower. Now, Alane has brought her powerful talk to life in an imaginative and award-winning video series called Between The Pages. This resource is free to teachers and can be accessed by registering on her webpage at [www.AlaneAdams.com](http://www.AlaneAdams.com). The video segments are designed to get students in grades 2-8 excited about reading by taking them between the pages of a book, teaching them all the fundamental steps an author undertakes when writing a

story. These videos help students understand the important elements of story and provide insights into how authors write. An additional series, *Between The Pages Jr.* is available for students K-2.

### **Find Alane Adams Online:**

Website: [AlaneAdams.com](http://AlaneAdams.com)

Facebook: [facebook.com/alaneadamsbooks](https://facebook.com/alaneadamsbooks)

Twitter: @ [alaneadamsbooks](https://twitter.com/alaneadamsbooks)

Instagram: @ [alaneadamsbooks](https://www.instagram.com/alaneadamsbooks)

LinkedIn: [Alane Adams](#) or [Alane Adams Studios](#)

### **About The Anthem Awards:**

The Anthem Awards, the Webby Awards newest initiative, was developed to recognize the breadth of social good work (online and offline) around the globe by honoring the organizations, brands, and people creating long-lasting impact; including, Diversity, Equity, & Inclusion; Education, Art, & Culture; Health; Human & Civil Rights; Humanitarian Action & Services; Responsible Technology; and Sustainability, Environment, & Climate. By amplifying the voices that spark global change, the Anthem Awards are defining a new benchmark for impactful work that inspires others to take action in their communities. Founded in partnership with the Ad Council, Born This Way Foundation, Feeding America, Glaad, Mozilla, NAACP, NRDC, WWF, and XQ.

### **About The Webby Awards:**

Hailed as the “Internet’s highest honor” by The New York Times, The Webby Awards is the leading international awards organization honoring excellence on the Internet, including Websites; Video; Advertising, Media & PR; Apps, Mobile, and Voice; Social; Podcasts; and Games. Established in 1996, The Webby Awards received more than 13,500 entries from all 50 states and 70 countries worldwide this year. The Webby Awards are presented by the International Academy of Digital Arts and Sciences (IADAS). Sponsors and Partners of The Webby Awards include Verizon, WP Engine, YouGov, Brandlive, Canva, NAACP, KPMG, Fast Company, Wall Street Journal, MediaPost, Podcast Movement, and AIGA.

