

Mexico Moldova Nepal Nicaragua Nigeria Norway Pacific Islands Portugal Serbia Singapore

South Africa Trinidad & Tobago Turkey Uruguay Uzbekistan Venezuela

Georgia Greece Iceland Ireland Italy Japan Kazakhstan Korea

The Campaign for the World's Libraries

@ do leabharlanni
 @ pn գրադարանը
 @ Ihrer Bibliothek
 @ אייעד ביבליאטעק
 @ вашей библиотеке
 @ თქვენი ბიბლიოთეკა
 @Ila tua biblioteca
 @ вашој библиотеци
 @ vašoj biblioteci
 @ βιβλιοθήκη σου
 @ thú-viện
 @ your library
 @ 你的圖書館
 @ Ihrer Bibliothek
 @ sizin kütüphaneniz
 @ 당신의 도서관
 @ तपाईंको पुस्तकालय
 @ あなたの図書館
 @ ВАШАТА БИБЛИОТЕКА
 @ votre bibliothèque
 @ sizin kitabxananızda
 n@ sua biblioteca
 @ bókasafninu þínu
 @ مكتباتي
 en tu biblioteca
 @ bibliotecii tale
 p@ ditt bibliotek
 @ your library

El Salvador Caribbean Islands Canada Bulgaria Brazil Azerbaijan Australia Armenia Argentina

Campaign for the Worlds Libraries

Partnership between IFLA and ALA the 30 plus
countries that have joined the public promotion
campaign

t@vā bibliotēkā*

@your library*

Campaign Goals

- Increase awareness and support for libraries by increasing the visibility of libraries in a positive context and by communicating clearly and strongly why libraries are both unique and valuable
- Update the image of libraries and librarians for the 21st century, sustaining and strengthening their relevance
- Bring renewed energy to the promotion of libraries and librarians

Campaign Goals

- Increase library usage — at school, on college and university campuses, for daily life
- Increase funding for libraries
- Bring librarians to the table at public policy discussions on key issues: intellectual freedom, equity of access and narrowing the digital divide
- Positively impact recruitment efforts for the profession.

What Can the Campaign Do?

The Campaign for the World's Libraries helps library associations and libraries to:

- raise awareness about the variety of programs and services offered;
- increase use of libraries at schools, at colleges and universities, in government, at work, and in daily community life;
- increase funding for libraries;
- involve librarians as stakeholders on public policy issues such as intellectual freedom, equity of access and the "digital divide;"
- encourage librarianship as a profession.

What Can the Campaign Do?

Through outreach efforts The Campaign can speak to:

- general public -- parents, children, students, senior citizens and business people;
- educators, school groups and administrators;
- government leaders, policymakers and opinion leaders;
- librarians and those who are considering the library profession;
- media;
- strategic partners, including funding agencies.

Sample Campaign Phrases to Promote the Library

- Pasaule t@vā bibliotēkā
- Check it out @ your library
- Something for everyone @ your library
- Explore @ your library
- Get connected @ your library

t@vā bibliotēkā

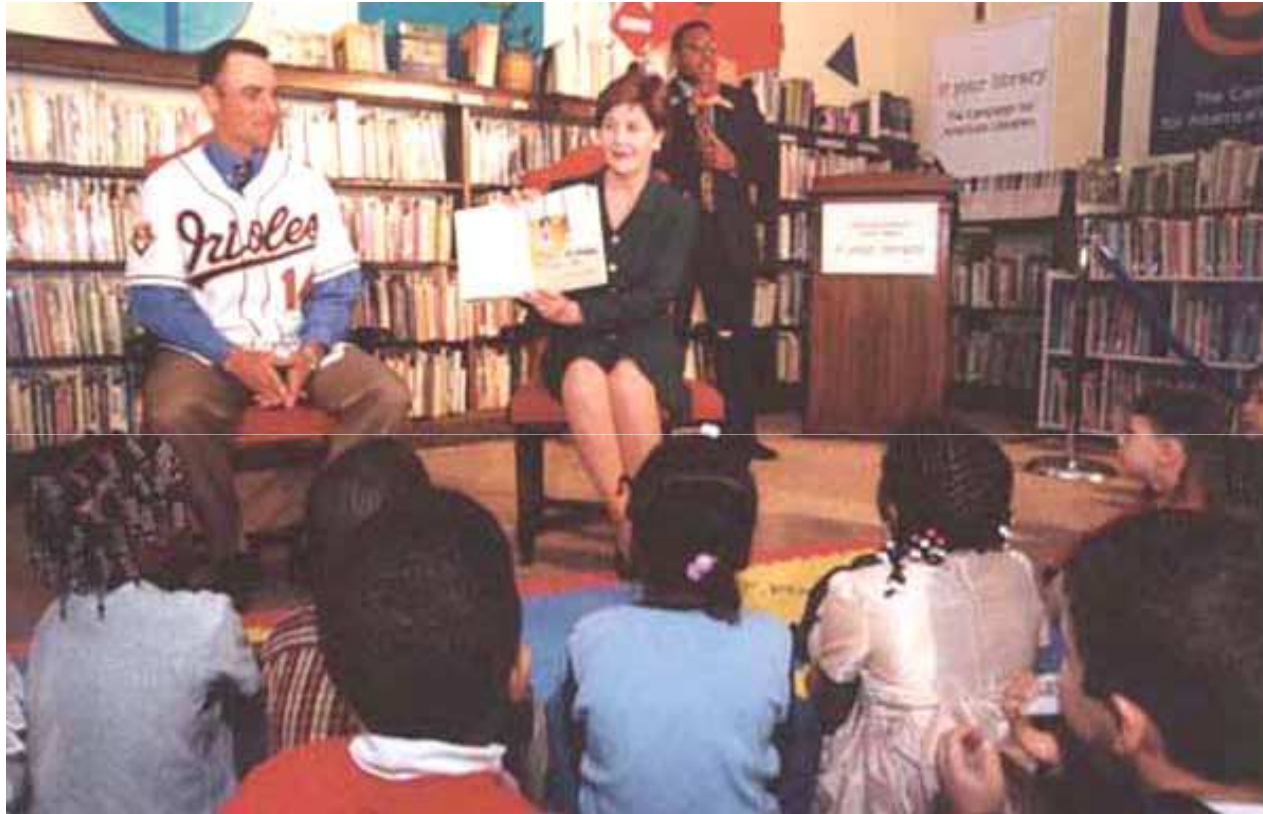
@your library

Some Ways To Use the Campaign

- Feature on Association Website
- Conference Theme
- National Library Day or Week
- Summer Reading Programs
- Target specific group or audience on the value of libraries
- Partnerships to expand message
- Help government programs
- Social networking sites- blogs, YouTube, Facebook

Campaign for America's Libraries

Launch April 2001



First Lady Laura Bush and Mike Bordick of the Baltimore Orioles Baseball Team during *National Library Week 2001*

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Everything @your library[®]

- On ALA Letterhead
- On Press Releases
- On Email Signatures
- On Doors and Walls at ALA Headquarters

t@vā bibliotēkā[®]

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ALA Website on How to Use the Campaign

The Campaign for America's Libraries

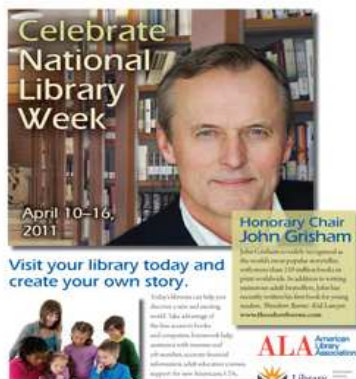


Mission

The Campaign for America's Libraries is the American Library Association's public awareness campaign that promotes the value of libraries and librarians. Thousands of libraries of all types – across the country and around the globe - use the Campaign's @ your library® brand. The Campaign is made possible in part by [ALA's Library Champions](#). To learn more visit [About @ your library](#).

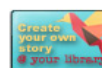
News

[What's new @ your library](#) - Press releases on the Campaign's events, initiatives and programs.



Promote National Library Week download or customize this print PSA featuring author and Honorary Chair of National Library Week 2011 **John Grisham**. For more information and downloadable tools [visit here](#).

Celebrate National Library Week 2011



Download free tools to help your library promote National Library Week with the theme Create your own story @ your library.

Smart investing @ your library



Since 2007, Smart investing @ your library has worked to build the capacity of public libraries to provide effective, unbiased financial and investor education resources and services to library users.

I Love My Librarian Award



Winners of the 2010 Carnegie Corporation of New York/New York Times I Love My Librarian award will be announced shortly.

Check out upcoming ALA Events & Promotions



Looking for information on ALA events happening all throughout the year? Visit the new events & promotions page.

Enjoy @ your library, ALA's new public website

ALA Website for Kids Campaign



AMERICAN LIBRARY ASSOCIATION

ALSC
Association for Library Service to Children

Home Contact Us Site Map Support ALSC Join ALSC

Home → Initiatives → Kids! @ your library

KIDS! @ your library®



ALSC's @ your library® initiative provides promotion tips, sample press materials, downloadable art, and other tools to help local libraries reach out to kids, their parents and caregivers.

NEW!!! - [David Diaz free, downloadable, printer-ready artwork!!](#)

[Tool Kit](#) - Check out all of the FREE resources available for download and use!

[Campaign Logo and Artwork](#) - Free to download and use @ your library®

[Campaign Theme Song](#) (by Bill Harley!) - Free to download and use @ your library®

[Cool Cash Contest Winners](#)

[Campaign Best Practice Wiki](#)

[News](#)

[Our Sponsors](#)

[Promotional Products](#)

[Temporary tattoos and a rubber stamp featuring Kids! Campaign artwork!](#)

[Tip Sheet](#)

SEND

PRINT

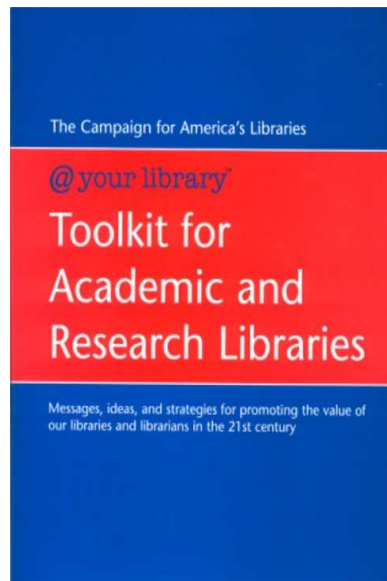
CITE

About ALSC
Awards & Grants
Conferences & Events
Education & Careers
Issues and Advocacy
Communications and Publications
Membership
News
Initiatives
Every Child Ready to Read
Dia de los niños
Born to Read
[Kids! @ your library](#)
Partnerships
Great Websites for Kids

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Guides and Toolkits for the Campaign for Academic, Public and School Libraries



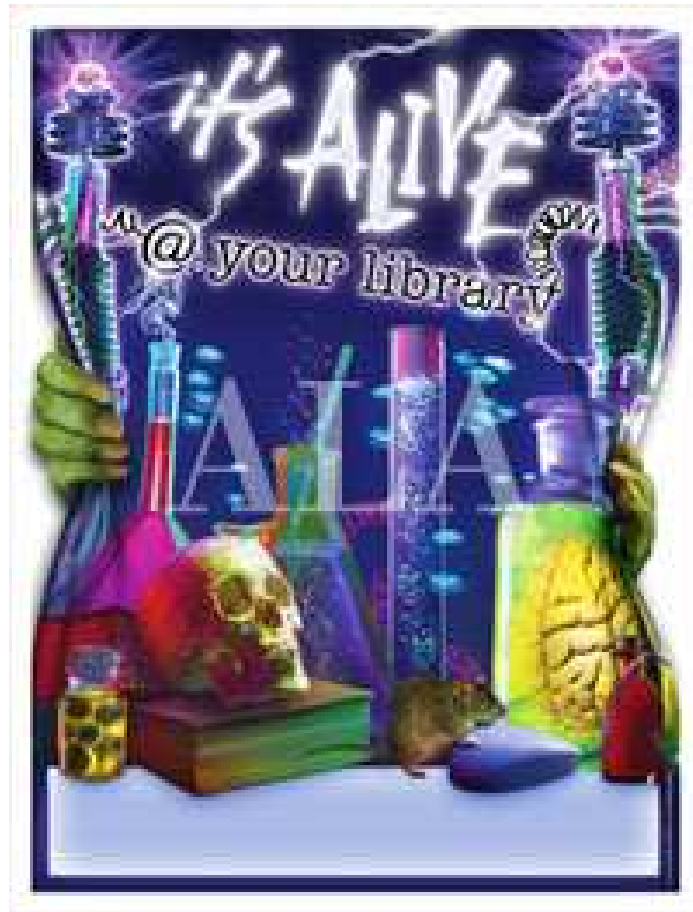
Promotional Materials from ALA



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Campaign on ALA Materials and Products



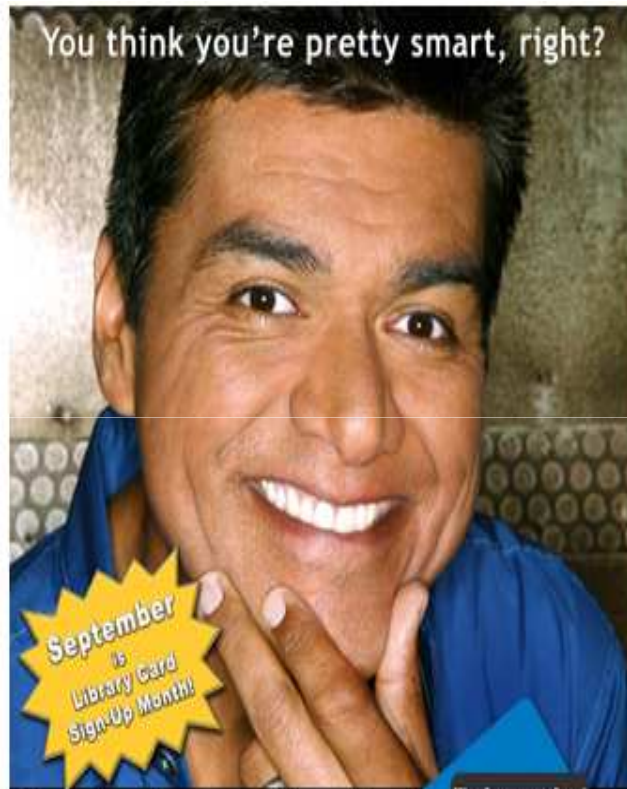
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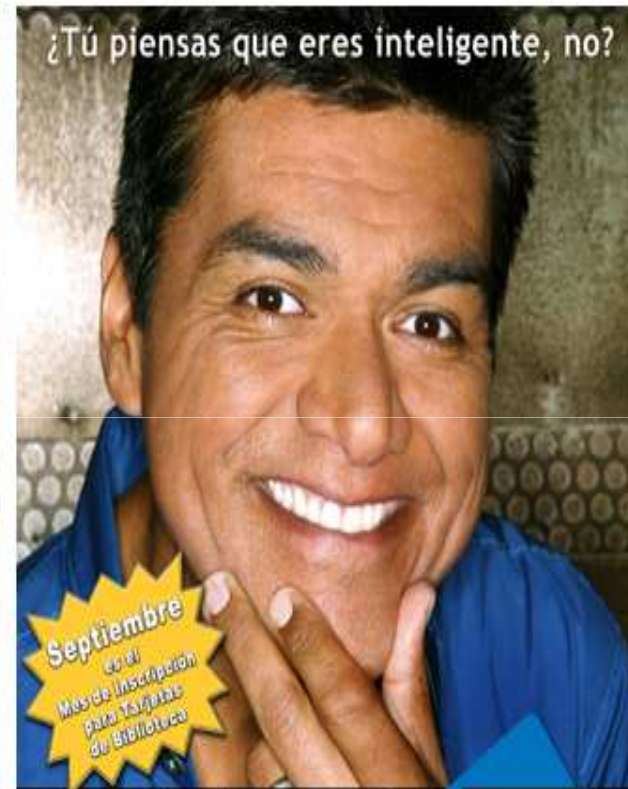
Celebrities Appear in Print Ads

English and Spanish



So why buy when you can borrow?

Your public library is a goldmine of books, movies, magazines, CDs and other great stuff for the whole family. So stop by and get the smartest card of all @ your library – your library card – and discover the opportunities that await you.



Entonces, ¿Por qué comprar cuando puedes conseguirlo gratis?

La biblioteca pública está a tu disposición y es un tesoro de libros, revistas, películas, CDs y otras cosas fabulosas para toda la familia. Ven a la biblioteca y consigue la tarjeta más inteligente (la tarjeta de biblioteca) y descubre las oportunidades que te están esperando.



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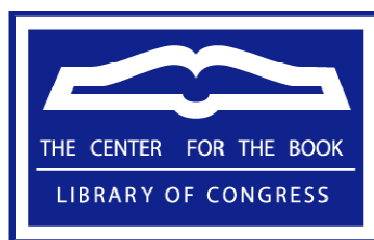
@your library*

ALA Campaign Partners

3M Library Systems



Woman's Day



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ALA Secured National Television Network Public Service Announcements



Free commercials by TV stars promoting families reading together and libraries



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Radio Partner Promoting Librarians Staff in Spanish

- ALA, in partnership with Univision Radio, developed a new campaign in response to data showing that Latinos are less likely than other groups to use their local libraries.
- Univision Radio will be airing public service radio ads across its network of 70 stations in the top 16 Latino markets nationwide.

em tu biblioteca

ENCUÉNTRALO EN TU BIBLIOTECA

- Ayuda con las tareas escolares
- Información de salud
- Oportunidades de empleo
- Información para iniciar una empresa
- Libros, películas y música
- En busca de una biblioteca
- Quiénes somos Resources for librarians

YO TE PUEDO AYUDAR

¿Sabía usted que las bibliotecas públicas cuentan con recursos y ayuda para todos? Soy bibliotecaria, y estoy aquí para ayudarle a descubrir las cosas que usted y su familia pueden encontrar en la biblioteca.

Patrocinado por **ALA American Library Association**
en participación con **UNIVISION Radio**

Library Champions
Inspiring in America's Libraries

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National Pharmacy/Drugstore Chain

be well
informed



@ your library

- ALA and Walgreens came together to promote health literacy
- 16,400 public libraries received brochures on the new Medicare Drug Discount Card
- 10 libraries received grants from Walgreens to host health literacy seminars that position the local pharmacist and librarian as expert information resources.

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Food Company Promoting Milk



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Program For Teenagers

- 3,500 libraries registered
- 1,500 entries from teen's nationwide on book that inspired them

Partnership to Promote Wise Investing

- Partner with government financial regulatory agency to teach financial literacy
- Public libraries receive grants to engage in financial literacy programming

smartinvesting
@your library

home about project results participating libraries apply

Welcome!

People need help understanding money. Your library can play an important role in providing effective, unbiased financial and investor information. Even if you aren't applying for a grant, you are welcome to use these ideas and resources to start a financial literacy program in your library.

Using this site, you'll be able to help library users become smarter about their money, get tools and patron-tested ideas from other libraries, and add more value to your community.

News: FINRA Foundation and ALA announce \$1.4 million in grants to public libraries to support grassroots financial literacy [Read full release](#)

contact us

A partnership between American Library Association and FINRA Investor Education Foundation

ALA American Library Association

finra FINRA Investor Education Foundation

Magazine Partner

Woman's Day

- Five year partnership with each year showcasing how the library helps with a different aspect of life. Women write in with their stories of how the library helped them.



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Literacy Partner



- Foundation started by dollar store tycoon to promote literacy so people reach their potential
- Libraries receive \$5,000 grants to foster literacy among new immigrants and adults who have low levels of literacy

A screenshot of the Dollar General Literacy Foundation website. The top navigation bar includes links for Home, Resources and Tools, People and Programs, Map of the 2010 Libraries, and News Center, along with social media share icons. The main content area features a large banner image of a man and a woman standing in front of a sign that reads "The American Dream Starts @ your library" with logos for Dollar General, Bentonville Public Library, and ALA. Below the image is a news article titled "Bentonville, Arkansas:" with a sub-headline "The Bentonville Public Library hosted a Naturalization Ceremony and showed the community how the American Dream Starts @ your library." A pagination bar shows the current page is 3 of 5. To the right, there are sections for "Additional Resources" (including ALA Office for Literacy & Outreach Services, Dollar General Literacy Foundation, and US Office for Citizenship) and "Follow Us" (including American Dream Blog, AD on Facebook, and Twitter).

Home Resources and Tools People and Programs Map of the 2010 Libraries News Center SHARE

Bentonville, Arkansas:
The Bentonville Public Library hosted a Naturalization Ceremony and showed the community how the American Dream Starts @ your library.

1 2 3 4 5

Additional Resources

- ALA Office for Literacy & Outreach Services
- Dollar General Literacy Foundation
- US Office for Citizenship
- Colorin Colorado

Follow Us

- American Dream Blog
- AD on Facebook
- Twitter

New Initiatives @ your library

- **National Gaming Day @ your library** is an initiative of the American Library Association to reconnect communities through their libraries around the educational, recreational, and social value of all types of games.



Statewide Campaigns



Montana State Library

Statewide @ your library campaign:

“Need it? Find it! @ your library”

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Delaware Library Association



Billboard on a major highway to celebrate National Library Week 2001

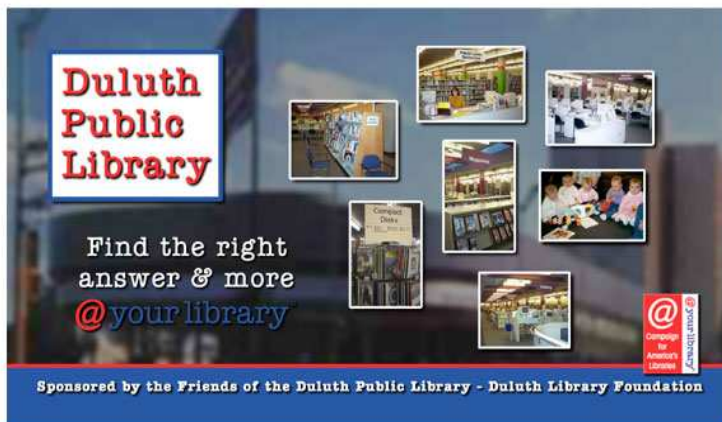
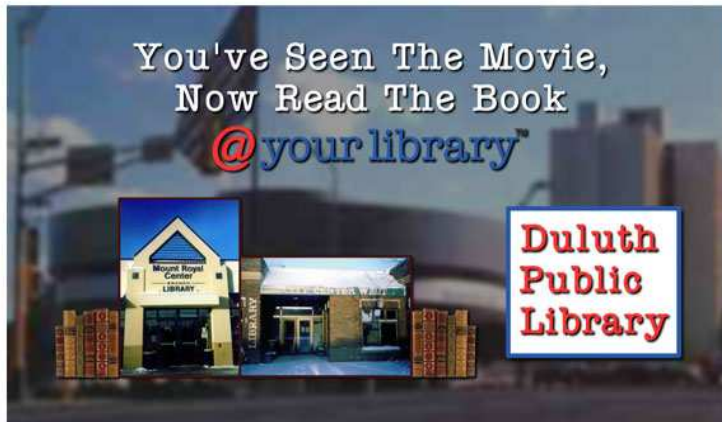
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Individual Public Library Campaign

Duluth Public Library Duluth, MN

Produced slides for local movie theaters to be run through April 2002. Ads seen during 4000 screenings by more than 100,000 people.



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Public Library Outreach to Farmers

The Rolling Prairie Library System of Decatur, Ill. promoted libraries with the "Think outside the barn @ your library" booth at the 2009 Farm Progress Show.

The booth reminded visitors of all the resources available at libraries across the countries and around the world.

The Farm Progress show is held annual, and is largest agricultural show in the world. More than 100,000 people attend daily, from more than 20 states and 10 countries.



Public Library Bookmobile

Harness the power of reading @ your library



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Public Library Reading Contest



South Georgia Regional Library

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Academic Library

ideas flow  **your library™**

University of Hawaii at Manoa

Honolulu, HI

Program for National Library Week 2002 that highlighted the rich academic collections and services of the state's only public university system while raising awareness of all libraries in the state.

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Academic Library



Since 2001, Illinois State University (ISU) has used the “@ your library” brand to promote its homecoming activities. For the 2009 homecoming parade library staff I wore @ your library t-shirts and distributed rock shaped stress balls branded with the ISU homecoming theme “Rock the Red” and the slogan “Milner Library rocks.”



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School Library



Second graders at Foster Elementary were asked to participate in a digital storytelling project that focused around the school library and the “@ your library” song.

The students decided the best way to Tell their library’s story was with a music video and “@ your library” posters designed by the three participating classes.

Video and Blog Campaigns



Shout It Out for Your Library! HD

Join Bette Midler, Jeff Daniels, Barbara Walters, Tim Gunn, Amy Tan and more...speak out for **your library** and help fight cuts in resources. Add ...

★★★★★ 2 months ago 9,440 views NewYorkPublicLibrary



Discover Your Library PSA

PSA For Douglas County Libraries www.thenetworkdc.us

★★★★★ 1 year ago 4,811 views DC8TV

MC Montgomery County PUBLIC LIBRARIES

Montgomery County Public Libraries Home » Library Guides Home » Summer Reading 2009 - Be Creative at Your Library!

Summer Reading 2009 - Be Creative at Your Library! Tags: kids children books reading library_programs summer_reading

Last update: Aug 10, 2009 | URL: <http://montgomerycountymd.libguides.com/summerreading> | Print Guide | RSS Updates | SHRE

Summer Reading Programs Preschool K / 1st Grade 2nd Grade 3rd Grade 4th Grade 5th Grade 6th Grade Teens

Summer Reading Comments (0) Print Page Search Guides Go

Library Programs

Summer Reading programs by library branch

Search the calendar for library programs

Programs happening soon:

- Popsicles and Book Talks
- Ice Cream Social
- Ice Cream Party

View Website View RSS Feed Comments (0)

Summer Reading Program 2009: Be Creative

Be Creative @ your library

Come in to claim your Summer Reading certificate! Bring your log sheet to the library before August 22.

Your certificate includes a coupon for a free book from a special collection of titles at Barnes & Noble. You'll also receive a prize from the library. And, with permission, we'll list you as a Summer Reading finisher in the Gazette newspaper and on the library's website.

Who? For children of all ages, with a special program for teens.

What? Join Summer Reading 2009. Sign up and talk to librarians about books just right for YOU! Then READ!

When? Join anytime between June 17 and August 1. Finish anytime between August 3 and August 22.

Where? Any Montgomery County Public Library.

Why? To enjoy reading all summer long. To attend the libraries' special programs. To win a prize!

How? On or after June 17, go to your closest Montgomery County Public Library to sign up. Receive your free Summer Reading Activity Log and pencil.

Ask Us!

MCPL Children's Services

Online Chat / Networks:

Contact Info: 240-777-0001 Send Email

Links: Profile & Guides

Website for Public

The screenshot shows the homepage of the @your library website. At the top left is the logo, a red '@' symbol with 'your library' and 'The Campaign for America's Libraries' below it. To the right are three navigation links: 'What's at the LIBRARY? >', 'How do I use the LIBRARY? >', and 'Why use the LIBRARY? >'. Further right is a 'Find a library near you!' section with a map and a search box for zip codes.

The main content area is divided into several sections:

- What's New?**: A vertical list of categories including Family Life, Teen Spotlight, Career Development & Job Searching, and Kidding Around.
- Blog**: A section titled 'Come Join Us!' featuring two author profiles: Wanda Urbanska (Simple Living) and Donna Seaman (Interviews Jeff).
- Featured Article**: A large image of a bumblebee on a flower with the title 'How Does Your Garden Grow?' and the subtext 'Dig into the Hobby @ your library.' Below the image are five small circular navigation dots.
- Recommended Games**: A list including 'Call of Duty 4', 'Rock Band 2', and 'Doris'.
- Recommended Music**: A list including 'Adele', 'Say', and 'Exile on Main Street'.
- Search**: A search bar with a 'Search' button.
- RSS Feed**: An orange RSS icon.
- From the Blog**: A date-based entry for 'MARCH 25 11' with the title 'Enjoy March Madness @ your library' by Steve Zalusky, followed by a 'more' link.
- Sign up for our bi-monthly newsletter**: An email subscription form with a 'Subscribe' button.
- Most Popular**: A section with a small image of a book cover.

IFLA's Campaign for the World's Libraries Website

IFLA

About IFLA Membership
Activities and Groups News
Publications Annual Conference
Corporate Partners Promotion

You are here:
[Home](#) » [Activities and Groups](#) » Campaign for the World's Libraries (@your Library)

SEARCH

* Campaign for the World's Libraries


About this group
Publications
Campaign Guides
Campaign Participants
Steps To Create A Successful Campaign
Websites
How To Join
Ways to use the @ your library brand

Campaign for the World's Libraries (@your Library)

The Campaign for the World's Libraries is a public education campaign of the International Federation of Library Associations and Institutions, the American Library Association and libraries around the world to speak loudly and clearly about the value of libraries and librarians in the 21st century. It is designed to showcase the unique and vital roles played by public, school, academic and special libraries worldwide.

The Library and Information Association of South Africa translates @ your library logo into 11 languages

The Library and Information Association of South Africa (LIASA) celebrates South African Library Week (SALW), March 19-26, by translating the theme "Read in your language @ your library" into the country's 11 national languages.



RELATED CONTENT

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Argentina's en tu biblioteca website



ABGRA ASOCIACIÓN DE BIBLIOTECARIOS GRADUADOS DE LA REPÚBLICA ARGENTINA

Bienvenidos
www.abgra.org.ar
El sitio de los Bibliotecarios Argentinos

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Gabi
Mapa del Sitio
Contáctenos

La Asociación | Los Servicios | Publicaciones | Congresos/Conferencias | Recursos | Premios/Concursos

CAMPAÑA MUNDIAL POR LAS BIBLIOTECAS

TODA LA INFORMACIÓN
en tu biblioteca

Esta campaña fue ideada por la American Library Association (ALA) y auspiciada por la Federación Internacional de Asociaciones de Bibliotecarios y Bibliotecas (IFLA). El propósito es incentivar el interés público y la participación activa de todos los sectores de la sociedad a favor del reconocimiento de la biblioteca como actor fundamental del desarrollo cultural, educativo, científico y tecnológico de la comunidad.

La campaña pretende :

- Aumentar el conocimiento sobre la variedad de los programas y servicios ofrecidos por las bibliotecas.
- Estimar la utilización de bibliotecas y unidades de información en la vida diaria de la comunidad.
- Impulsar la importancia que tienen como instrumento de acceso democrático a la información.
- Incrementar el financiamiento para las bibliotecas.
- Atraer a bibliotecarios para discutir temas como la libertad intelectual, el libre acceso a la información y a la brecha digital.
- Promover la profesión de bibliotecario.

LO INVITAMOS A UNIRSE!!

Nueva Campaña
Decile NO a las Adicciones

- ▶ Países Adheridos
- ▶ A quién va dirigida
- ▶ Quiénes pueden participar
- ▶ Bibliotecas Participantes
- ▶ Convenio de Adhesión
- ▶ Campañas Solidarias
- ▶ Dar de leer
- ▶ Descargas
- ▶ Novedades
- ▶ Galería de Imágenes
- ▶ Contacto



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@your library

Working With Government In Argentina To Fight Drug Addiction

- Partnering with **SEDRONAR** (Secretary of Planning for the Prevention of the Drug Addiction and the Fight against Drug trafficking)
- Great example of how libraries and the Campaign can help governments raise awareness and provide support for problems in society



National Library Week or Day Theme

LAI-Ireland



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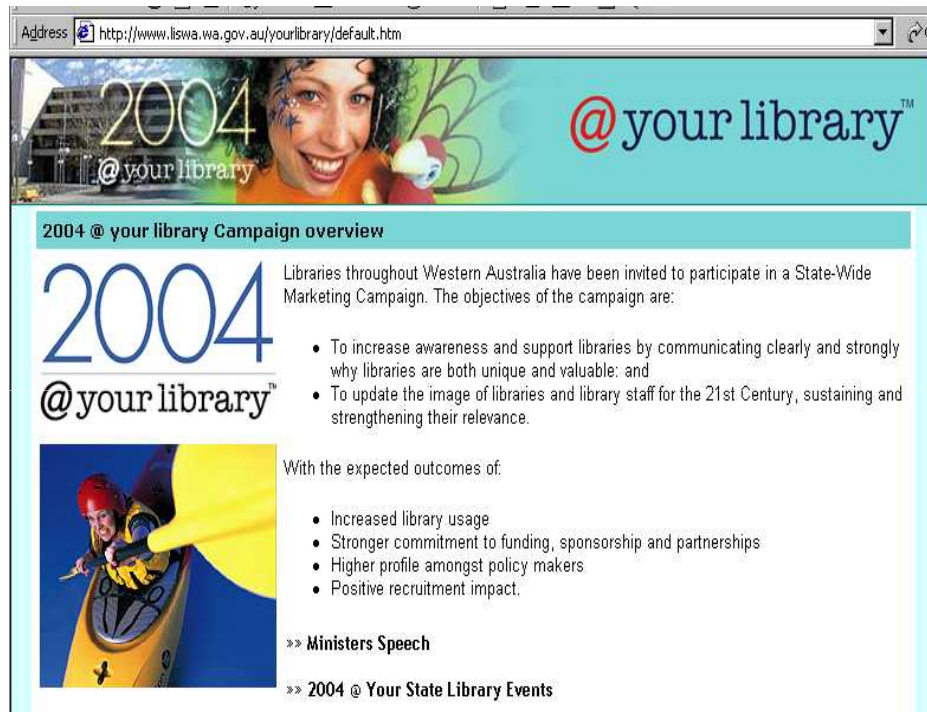
LIASA- South Africa

in your language @ your library



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State Libraries of Australia Monthly Campaign



DOING BUSINESS\$
@your library™



YOUR >>>
FUTURE
@your library™



Monthly focus on different collection areas (business, genealogy) led to 10% increase in use of libraries across South Australia

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Italy Region of Tuscany

A one month campaign created by the region of Tuscany to highlighted the many services that public libraries in the region offer to babies and children. Approximately 160 libraries participated in over 260 initiatives



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Pasaule t@vā bibliotēkā



Ilga Kaupuža

t@vā bibliotēkā

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in
Partnership
with the

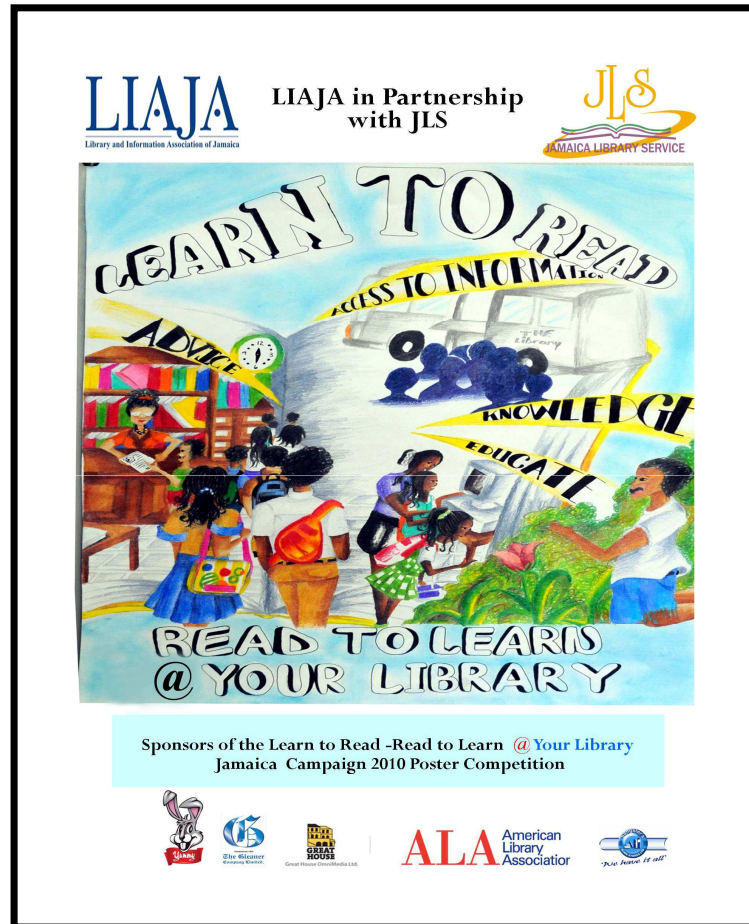


Learn To Read-Read to Learn @Your Library Campaign, Jamaica

SPONSORS



Jamaica - National Poster Contest



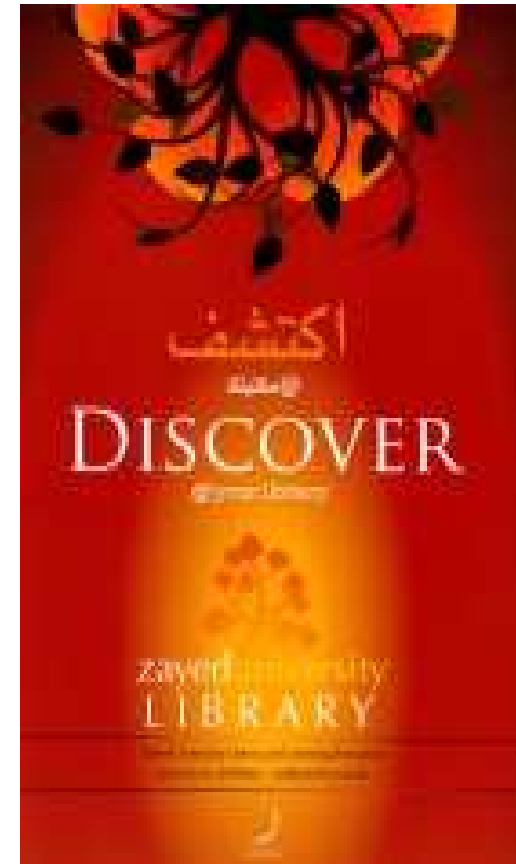
Winning Poster- Parents Accepting

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Zayed University Library Dubai, United Arab Emirates

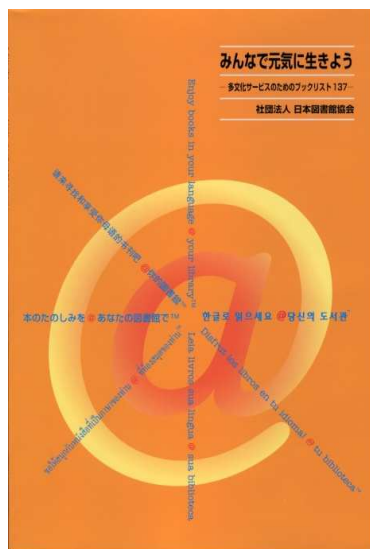
- “Discover” “explore” “learn”
and “read” @ your library designed to
showcase the library.
- ‘Name the Camel’ Contest for Students
Rahal - “traveler” in Arabic



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More Country Campaign Promotions



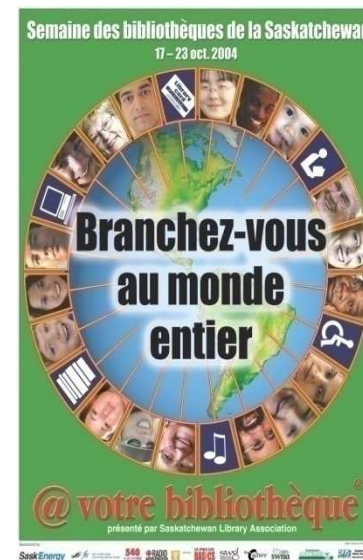
Japan
Promoting
books in other
languages



Brazil
Guide for
how
libraries
can use
campaign



Mexico
Promoting
library
during
different
season



Canada
Library
Week in
French and
English

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Be Creative @ your library



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Thank you!

Questions?