

Introducing the . . .

KIDS! @ your library[®] Campaign



Our Goal:

All school age children will use their public library. Parents will know that taking their kids to the library is one of the best and most important things they can do for their children.

What:

This initiative builds on The Campaign for America's Libraries, a multi-year public awareness and advocacy campaign sponsored by ALA. It will provide promotion tips, sample press materials, downloadable art and other tools to help local libraries reach out to kids, their parents and caregivers. It also will have its own song written by Grammy-nominated singer/storyteller Bill Harley!

Messages:

There's so much to see, so much to do @ your library[®].

- Read, learn, have fun!
- We have books, CDs, DVDs, computers and lots more.
- It's all here for you!

When:

The campaign will be announced at the ALA 2006 Midwinter Meeting in San Antonio. There will be programs on how to use the campaign at the 2006 ALA Annual Conference in New Orleans and the ALSC Institute in fall 2006 in Pittsburgh. A national launch to the public is planned for fall 2006.

Where:

Public libraries across the nation.

Who:

The first phase of the campaign will focus on children in grades K–4, their parents and caregivers.

More on back!

How:

The “KIDS! @ your library®” initiative is being developed by children’s librarians for children’s librarians based on focus groups with children and feedback from librarians across the country. You are free to adapt the campaign materials and use them in a way that works for your library and community. Public and school librarians are encouraged to work together.

What you can do:

Watch the ALSC Web site for campaign news and materials. Plan now to attend the “KIDS! @ your library®” program at the 2006 ALA Annual Conference in New Orleans on Sunday, June 25, 1:30–3:30 P.M.

Questions/ Suggestions:

See the ALSC Web site at www.ala.org/alsc, or contact Laura Schulte-Cooper, ALSC, at 800-545-2433, ext. 2165, or lschulte@ala.org. We want to hear from you.

Partners:

HarperCollins is a founding partner of the “Kids! @ your library®” campaign. We welcome other partners who will help spread our message.

Leadership:

This campaign is being developed by the Association for Library Service to Children (ALSC) in cooperation with the ALA Public Information Office. ALSC @ your library® Campaign Task Force members are: Chair, Stephanie D. Bange, Dayton (Ohio) Metro Library; Carolyn S. Brodie, School of Library & Information Science, Kent (Ohio) State University; Ellen G. Fader, Multnomah County Library, Portland, Ore.; Richard K. Farley, Marshall Cavendish Corp., Tarrytown, N.Y.; Jos N. Holman, Tippecanoe County Public Library, Lafayette, Ind.; Sue McCleaf Nespeca, Kid Lit Plus Consulting, Youngstown, Ohio; Gail Nordstrom, Stillwater (Minn.) Public Library; Judy O’Malley, Charlesbridge Publishing, Watertown, Mass.; Linda Staskus, Cuyahoga County (Ohio) Public Library.



Association for Library Service to Children

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