

# Kids! @ your library<sup>®</sup>

## 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.

## Messages:

There's so much to see, so much to do @ your library<sup>®</sup>.  
Read, learn, have fun!  
We have books, CDs, DVDs, computers and lots more.  
It's all here for you!

## Key Audiences:

Phase 1: Children in grades K-4, their parents and caregivers.

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Association for Library Service to  
Children (ALSC)  
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alsc@ala.org

[www.ala.org/kids](http://www.ala.org/kids)



Kids! @ your library<sup>®</sup> builds on The Campaign for America's Libraries, a multi-year public awareness campaign sponsored by ALA. It provides promotion tips, sample press materials, downloadable art, and other tools to help local libraries of all sizes reach out to kids, their parents and caregivers.

Kids! @ your library<sup>®</sup> also has its own song written by Grammy-nominated singer/storyteller Bill Harley. The song is available in several formats, including a public service announcement, and can be downloaded at [www.ala.org/kids](http://www.ala.org/kids).

Dear Colleague:

Your library director would like to boost the library's statistics and has asked you to attract more kids into the library . . .

You've recently renovated your library and want to let the community you serve know about it . . .

The composition of your community has changed and you want newcomers to know what services you offer . . .

You are looking for some fresh suggestions to tweak your library's services to children—to keep it a “cool” place for them . . .

Any of these scenarios sound familiar?

ALSC's Kids! @ your library® public awareness campaign may be just the ticket for your needs. The campaign has been built by children's librarians and other experts, using feedback from practitioners in the field and kids from across the country. Grammy-nominated singer/storyteller Bill Harley has given us a sound to rally around. Best known for his illustrations for *The Library Dragon*, Michael White delivers visuals for a poster and bookmark. Snappy logo graphics, tons of ideas, samples to customize, and more can be found in the tool kit. Everyone—from novice to experienced librarian—should find something here that she can use.

Jump in—use what you want. Customize it for your needs. And, if you have suggestions, we'll be glad to hear them! This is a multi-year campaign and we plan to continue to develop it. After all, there really is “So much to see. So much to do. @ your library®!”

Sincerely,

**Ellen Fader**

2005–2006 ALSC President

**Stephanie Bange**

Chair, Kids! @ your library® Campaign Task Force

## More Promotional Items...

ALA Graphics is offering numerous products to help libraries promote their services to children, featuring the fun and colorful So Much to See. So Much to Do. @ your library® logo.

- Michael White Poster
- Michael White Bookmark
- Pencils
- Die-cut stickers

Visit [www.alastore.ala.org/](http://www.alastore.ala.org/) to place an order. Or see the Fall 2006 ALA Graphics Catalog for details.

The Kids! Campaign Tool Kit at [www.ala.org/kids](http://www.ala.org/kids) has many helpful resources for promoting your library to children, their parents and caregivers, including . . .

- Sample communication plan
- Publicity, programming, and promotion ideas
- Sample news releases, public service announcements, and letter to youth-serving agencies
- Calendar of promotional opportunities
- Resources/Web sites with more helpful information
- Downloadable campaign logo and artwork
- Downloadable song written and performed by singer/storyteller Bill Harley.



Association for Library Service to Children