

KIDS! @ YOUR LIBRARY® CAMPAIGN...

NEWS

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The Association for Library Service to Children's (ALSC) Kids! @ your library® public awareness campaign 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 reach out to K-8 kids, their parents, and caregivers. Check out all of the **free tool kit resources** at: www.ala.org/kids.

The Kids! Campaign was created by children's librarians for children's librarians, and libraries from North Carolina to Arizona, from Ohio to Washington are using campaign resources to get the word out that there is So Much to See. So Much to Do. @ your library®.

Kids! Phase Two Kickoff

Phase two of the Kids! Campaign kicks off here in Chicago at the program, "A.R.T. and Your Library: How You Can Bring Them Together!" scheduled for 1:30 to 3 p.m. Sunday, July 12, in McCormick Place West, Room W-181. Children's authors Avi, Brian Selznick, Pam Muñoz Ryan, and Sarah Weeks will perform their readers theater magic to demonstrate how librarians can successfully present readers theater in the library. Librarian presenters will share what's new in the campaign tool kit and how libraries are using these resources.

Phase two focuses on tools to help librarians promote the library and its services to kids in grades five through eight.

Diaz Art @ your library®

No fan of children's book illustration will want to miss this! A mini-poster and ready-to-cut bookmarks featuring artwork created by David Diaz, award-winning children's book illustrator and graphic artist, will be available in the online tool kit after the program on Sunday (see above). The full-color, camera-ready PDF files will be free to download and print for library displays and as give-aways. Diaz's colorful, imaginative work artistically reinforces the message: there's so much to see and do @ your library®.

What's New in the Tool Kit?

The ALSC Public Awareness Committee has been busy collecting and developing free resources to specifically help draw kids in grades five through eight to the library. Here are the latest additions:

- Two readers theater scripts, adapted from excerpts of the award-winning books, *Bud, Not Buddy*, by Christopher Paul Curtis, and *The Library Card*, by Jerry Spinelli.
- A readers theater "how to" guide that includes tips on how to plan and promote readers theater programs and create scripts from favorite books and stories. A bibliography of helpful resources is included.
- A compilation of tween-friendly, successful library programs sure to draw kids into your library.
- Fresh games and activities with library themes, including a library treasure hunt, a mad-lib style game, and a challenging word search puzzle.
- Information on how to get involved with letter boxing at your library.

Visit the tool kit at www.ala.org/kids and discover a whole lot more to help you with promotion!

New Promo Art

A new navy blue and lime green version of the So Much to See. So Much to Do. @ your library® artwork is now available in English, Spanish, Russian, Polish, and French. The artwork is ideal for promotional flyers and library handouts.

www.ala.org/kids

