

# News Release: American Library Association

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FOR IMMEDIATE RELEASE

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The McDonald's Corporation is encouraging local stores throughout the country to develop cooperative programs with public libraries for a special salute to National Library Week, April 1-7, 1979.

Working with ALA's National Library Week Committee and Public Information Office, McDonald's has developed a kit of public relations materials that features case histories from McDonald's representatives who have developed successful library tie-ins and reading programs in recent years, as well as art slicks for posters, trayliners, and "Be Our Guest" cards to salute National Library Week. This PR package is being sent in early February to over 6500 McDonald's managers, regional advertising managers, and STAR (store activities representative) personnel.

The guidelines stress that the decision to participate in a cooperative program with McDonald's rests with each local library and each McDonald's restaurant owner. Library participation is optional and the type and extent of cooperation may be determined by the librarian.

The Akron-Summit County (Ohio) Public Library sponsored a reading club with McDonald's that is just one of the case studies in the PR package. According to Patricia Latshaw, ASCPL's Community Relations Director, "The cooperation from McDonald's was excellent, over 5,000 children participated in the program and we're planning to do it again."

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add one--McDonald's Corporation

Elizabeth Sor, Foster City, California, librarian enjoyed an equally good experience with McDonald's, "The staff got acquainted with a lot of children who seldom came to the library or usually wouldn't talk to the librarian. This, I feel, was the most important impact of the McDonald's Reading Club. Many non-readers learned about the reading club at the restaurant, came to the library to find out what it was about, then it was our job to get them hooked on books and other media."

For further information on McDonald's salute to National Library Week and/or the name of the McDonald's STAR in your area, contact your local McDonald's restaurant. If you are unable to get the information you need, contact the ALA Public Information Office, (312) 944-6780.