

News Release: American Library Association

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FOR IMMEDIATE RELEASE

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From posters to promotion ideas, the ALA has all the materials you'll need to make your 1979 National Library Week (April 1-7) campaign a success.

This year's posters feature four of America's favorite success stories and depicts them as children in front of their home town libraries, each with their identifying library cards conspicuously showing from their books. Billy Jean Moffet (King) has checked out Tennis For Beginners, Arthur Fiedler has One Hundred Popular Songs, the Wright Brothers have Understanding Gravity and The Flight of Birds, and Henry (Hank) Aaron has How To Hit A Curve Ball. Each charming four-color photograph carries this year's NLW theme: "The Library is Filled with Success Stories."

One of our country's strongest characteristics is the desire to succeed, to become a high achiever, and our 1979 NLW theme makes it clear that if you want to get ahead, head for the library.

The different personalities in each poster will appeal to all ages and coupled with our versatile slogan, they will suggest a variety of ideas to promote your library's services. You can use the slogan alone to feature a tutoring program for new and non-readers, or Billie Jean to help spotlight books on women in sports and there's Arthur Fiedler to promote your record collection.

-more-

add one - National Library Week

We are completing the 1979 collection with another success story -- the winning poster from the ALA-American Association of School Librarians-Scholastic Magazine National Poster Contest, chosen from thousands of student entries.

In addition to the posters we are offering bookmarks and removable seals with the dates of NLW and the White House Conference on Library and Information Services (Oct. 28-Nov. 1). None of the other materials are dated and the seals can serve as a useful reminder of the time when the nation highlights its libraries and of this year's crucial meeting of lay people and librarians from across the country who will determine the future of library services in America.

Also available, a publicity kit filled with suggestions for use of materials, sample news releases and editorials, and ideas for year-round promotional activities. As usual, a discount is provided on a pre-selected deluxe kit. ALA is also offering reprints, back by popular demand, of some of the most popular materials from previous years. All are undated and perfect for use anytime.

For an order form including price list and color reproductions of all materials, write:

1979 Library Graphics
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50 E. Huron Street
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