

# ews Release: American Library Association

Public Information Office  
American Library Association  
50 East Huron Street  
Chicago, Illinois 60611  
312 944-6780

From: Peggy Barber, Director  
Public Information Office

FOR IMMEDIATE RELEASE                      DECEMBER 1977

The American Library Association is now accepting orders for 1978 National Library Week (April 2-8) materials and is offering a greater variety and style of posters than ever before.

Also, this year's theme--"Info to go...at your Library" is designed to get people into libraries, all kinds of libraries--public, school, academic, special--for all kinds of information--books, records, films, etc...

We live in a carryout world. The 1978 graphics will let people know they can get "Info to Go"...courtesy of the nation's libraries. The materials also provide variations on the "Info to Go" theme to communicate more specific messages about library services. You can, for example, promote multimedia services with "Gershwin, Garbo and Poe to Go" or build a science fiction program around "Galaxies to Go" -- and there are 4 more themes for adaption to your particular programs.

The six colorful posters will appeal to people whose tastes range from sophisticated graphics to fanciful drawings. In producing the 1978 campaign, we've tapped some of the country's top talent, including graphic artist John Massey and Caldecott - honored illustrator Tomie De Paola.

In addition to posters, there are bookmarks and banners. Only the banner is dated so that the materials can be used all year long.

All orders will include a free kit of suggestions for use of the materials,

-more-

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add 1. 1978 National Library Week

sample news releases, and ideas for year-round promotion activities.

As usual, a discount is provided on a pre-selected kit. ALA is also offering a "limited edition" selection of best-selling posters from past years. All are undated and perfect for use anytime.

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

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