

For Immediate Release
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World Book-ALA Goal Award recipient announced

The Young Adult Library Services Association (YALSA), a division of the American Library Association (ALA), is the 1993 recipient of the World Book-ALA Goal Award.

The award, \$8,000 donated by World Book, Inc., is given to ALA units for the advancement of public, academic, or school library service and librarianship through support of programs that implement the goals and priorities of ALA.

YALSA received the award for a seminar titled "Serving the Underserved: Customer Services for Young Adults." The seminar will provide specialized training to a group of YALSA member leaders who will then train generalists serving young adults in public libraries.

"This project will make possible the training of many more librarians in services to young adults," said Kay Cassell, chair of the World Book-ALA Goal Awards Committee. "This is a project vital to the future of school and public libraries."

The goal of YALSA is to advocate, promote and strengthen service to young adults as part of the continuum of total library service.

Elizabeth O'Donnell is YALSA president and Ann Weeks is executive director.

The award will be presented during the ALA Annual Conference, June 24-July 1, in New Orleans.