

BCLTA

From: BCLTA [admin@bclta.org]
Sent: Thursday, February 04, 2010 11:12 AM
To: chairs-liaisons@bclta.org
Subject: Please link to BC Libraries Change Lives

Importance: High

Attention Chairs and Liaisons

Dear Library Directors

Recent television media coverage has featured the BC Libraries Change Lives campaign. As the campaign ramps up it is important for all BC public libraries to provide prominent links to www.bclibrarieschangelives.ca. Web buttons and graphics are available at <http://www.bclibrarieschangelives.ca/resources.html>, making it easier for your web team to highlight this important initiative on your website. In addition there are also promotional posters to assist your marketing efforts.

The goal of our 2010 advocacy campaign is to collect and share the stories of public library users in BC. "This project serves to reinforce the reality that today's BC public libraries are vibrant, dynamic community resources," says Andy Ackerman, President of the British Columbia Library Trustees' Association (BCLTA). The project is a joint partnership between British Columbia Library Trustees' Association (BCLTA), British Columbia Library Association (BCLA), Association of British Columbia Public Library Directors (ABCPLD) and BC's public libraries.

There are already a number of stories on the website and a couple of video testimonials from library patrons are currently being prepared for upload to the website.

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