

Library Wins "Best of Show" Award for Children's Summer Reading Video

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For Immediate Release

Bloomington, IN (June 28, 2010)--Monroe County Public Library's public relations efforts were recognized with a "Best of Show" award at the American Library Association's national conference held in Washington, DC, this past weekend. The library's 2009 Children's Summer Reading video, "Be Creative @ your library," won best promotional video for libraries with operating budgets of \$6--20 million. Zac Canale directed and Christina Jones wrote the script and organized the talent.

Each year, MCPL children's librarians work with a producer from CATS (Community Access Television Services) to create an original promotional video shown at all Monroe County Community School Corporation elementary schools and at the Ellettsville Elementary School to build children's excitement about the library's free summer reading program. Last summer, more than 4,000 children participated in MCPL's reading program at the Main Library, Ellettsville Branch, and Bookmobile.

"Thanks to the tremendously creative efforts and technical savvy of library staff, we are able to create videos that motivate many more children in our community to make reading an integral part of summer break," said Children's Manager Joshua Wolf. "Getting national recognition is nice too."

This year's summer reading video can be viewed [here](#) .. The program runs through mid-August, so there is still plenty of time for kids to participate. Children who complete the program by reaching 25 points get to select a paperback book (funded by the Friends of the Library) to take home as their final prize. The number to call for more information about children's activities at the library is 349-3100.

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