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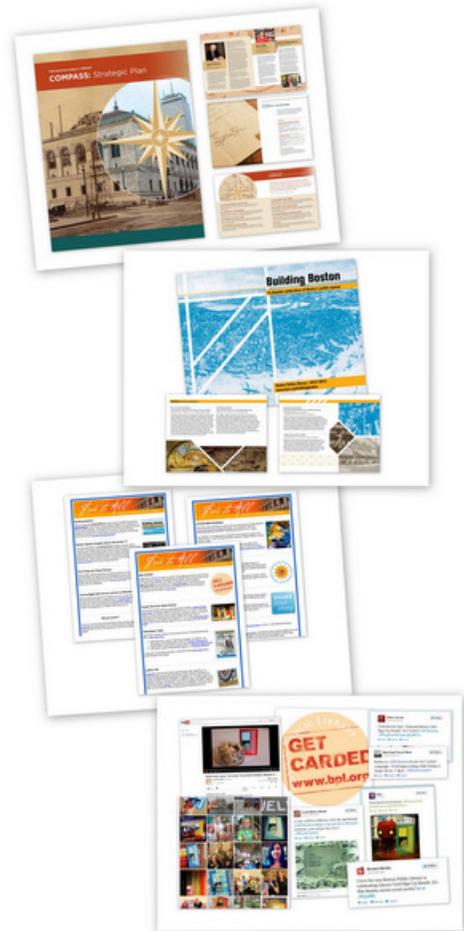
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Boston Public Library Receives National Recognition in Public Relations
Best of Show honors awarded during American Library Association annual conference

CHICAGO, IL – July 2, 2013 – Boston Public Library received national recognition for outstanding public relations efforts at this year’s American Library Association annual conference. The Library Leadership & Management Association, a division of the American Library Association, presented the “Best of Show” awards at the PR Xchange at McCormick Place in Chicago, Illinois, on June 30.

“Boston Public Library is extremely grateful for these honors; they are a tribute to the wonderful programs, events, and community engagement campaigns my colleagues create for the people of Boston and the Commonwealth of Massachusetts,” said Amy E. Ryan, President of the Boston Public Library.

The 2013 awards recognize the best public relations materials produced by libraries in the 2012 calendar year. Winners were chosen by a panel of independent judges from the public relations, graphic design, communications, marketing, and library fields. Evaluation criteria included the quality of content, originality, design, and format. Boston Public Library’s Chief of Communications and Strategy, Gina Perille, attended the ceremony and accepted the awards on behalf of the library.



Boston Public Library received “Best of Show” top honors in three categories:

- **Advocacy:** for the [BPL Compass strategic plan](#), the culmination of a two-year public engagement process that created a set of guiding organization principles along with outcomes and strategies for success.
- **Special Programs, Events, and Exhibits:** for the [Building Boston brochure](#). Building Boston was a citywide initiative that celebrated Boston public spaces. It included five unique exhibitions as well as programs, lectures, and special tours.
- **Calendar of Events/Newsletters:** for the [monthly BPL eNews Free to All](#).

Boston Public library also received an honorable mention for its September 2012 “[Get Carded](#)” [social media campaign](#) which encouraged Massachusetts residents to sign up for a library card during national library card sign-up month.

Boston Public Library's materials and other winning entries were displayed during the PR Xchange, an event held at the American Library Association annual conference in which library industry staff convene and share public relations and marketing ideas.

About BOSTON PUBLIC LIBRARY

Boston Public Library has a Central Library, twenty-five branches, a literacy center, map center, business library, and a website filled with digital content and services. Established in 1848, Boston Public Library has pioneered public library service in America. It was the first publicly supported municipal library in America, the first public library to lend books, the first to have a branch library, and the first to have a children's room. Each year, the Boston Public Library hosts thousands of programs and serves millions of people. All of its [programs](#) and [exhibitions](#) are free and open to the public. At Boston Public Library, books are just the beginning. To learn more, visit www.bpl.org.

About the AMERICAN LIBRARY ASSOCIATION

The American Library Association is the oldest and largest library association in the world, with approximately 58,000 members in academic, public, school, government, and special libraries. The mission of the American Library Association is to provide leadership for the development, promotion and improvement of library and information services and the profession of librarianship in order to enhance learning and ensure access to information for all.

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