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Library Promotions

ALA's offices and divisions sponsor a variety of library promotions throughout the year that libraries of all types all across the country can get involved with to promote libraries and create awareness of library issues. Check out the links below to see how you can bring these promotions to your library.

[Library Card Sign-up Month](#) - September

September is Library Card Sign-Up Month - a time when the American Library Association and libraries across the country remind parents that the most important school supply of all is @ your library®--it's your library card.

In 2004, Library Card Sign-up Month marks the launch of the @ your library® campaign for public libraries. The goal of the campaign is to make the library card the most valued and used card in every wallet. Visit the [Public Library Association Web site](#) for more information.

[Join the Major Leagues @ your library](#) - runs through September 10, 2004

Join the Major Leagues @ your library®, developed by Major League Baseball® and the American Library Association, is a program designed to help people of all ages build their 21st century information literacy skills.

The program centers around an online baseball trivia contest that encourages participants to use the resources at their local public library to look up the answers. One grand prize winner will win a trip to the 2004 Major League Baseball World Series!

The program is in full swing now and runs through September 10, 2004. Register now on the Web site to have access to free downloadable posters, bookmarks, programming ideas and

more!

Banned Books Week - September 25–October 2, 2004
Banned Books Week, an annual celebration of the freedom to read, is observed the last week of September. Each year, librarians, booksellers, teachers and countless others take this opportunity to highlight the importance of intellectual freedom and remind us not to take this precious democratic freedom for granted.

Teen Read Week - October 17-23, 2004
A national literacy initiative of the Young Adult Library Services Association that is aimed at teens, their parents, librarians, educators, booksellers and other concerned adults. The continuing message of the Teen Read Week initiative is to encourage 12-18 year olds to "Read For The Fun Of It". Each year an annual theme allows YALSA to focus on timely topics and teen interests. Teen Read Week is celebrated the third full week in October every year.

Teen Read Week 2004 will celebrate the popularity of the horror genre with teen readers under the theme of "IT'S ALIVE! @ your library®" Visit the **ALA Online Store** to purchase promotional products that support the theme.

National Library Week - April 10-16, 2005
First sponsored in 1958, National Library Week is a national observance sponsored by the American Library Association (ALA) and libraries across the country each April. It is a time to celebrate the contributions of our nation's libraries and librarians and to promote library use and support. All types of libraries – school, public, academic and special – participate.

In 2005, National Library Week is being promoted with the theme, "Something for everyone @ your library®", incorporating the @ your library® brand of **The Campaign for America's Libraries**. More information will be available on the campaign Web site as National Library Week approaches.

Future National Library Week dates:

2006 – April 2-8
2007 – April 15-21
2008 - April 13-19
2009 - April 12-18
2010 - April 4 -10
2011 - April 10-16

National Library Workers Day - April 12, 2005

The Allied Professional Association of the American Library Association (ALA-APA) annually sponsors National Library Workers Day, which falls on the Tuesday of National Library Week. The

purpose is to recognize all library workers, including librarians, support staff and others who make library service possible every day.

School Library Media Month - April

First celebrated in 1985, many school library media programs celebrate the month of April as School Library Media Month in conjunction with, and sharing the same theme as, National Library Week.

Campaign to Save America's Libraries

A public awareness and advocacy effort focused on the impact of library funding cuts nationwide.

ALA Store

Visit the ALA store to find the latest books and products that will help you promote libraries, literacy, and reading. ALA Graphics carries products associated with National Library Week/School Library Media Month, Library Card Sign-up Month, Banned Books Week, Teen Read Week.

AMERICAN LIBRARY ASSOCIATION

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