

Partnerships, Outreach and other community initiatives

On November 15, Shakespeare in Action, TD Bank and Toronto Public Library gathered at St. James Town Branch to celebrate eight years of the **TD Shakespeare for Kids Library Club**. TD announced their continued financial support of the program and Shakespeare in Action's Artistic Director Michael Kelly gave those present a taste of Shakespeare's exciting and engaging language by leading everyone through a Shakespearean "insult exercise." The club, sponsored by TD Bank through Shakespeare in Action, is held in about 30 Toronto Public Library branches throughout the year, and has reached over 6,000 kids. The program sees children ages 7 to 12 performing scenes from Shakespeare, empowering them to learn through the arts – and most important, to have fun doing it.

More info: www.torontopubliclibrary.ca/shakespeareforkids

Programs

Family Literacy Day is January 27, and to support the nation-wide celebration led by ABC Life Literacy Canada, Toronto Public Library is once again offering a slate of family-focused programs coupled with a social media awareness campaign throughout the month. The theme of Family Literacy Day this year is "15 Minutes of Fun" and our offerings bring to the forefront what we do all year long: encourage families to enjoy the simple, fun activities that nurture a love of reading together. A number of the Family Literacy Day programs are generously provided by the Friends of the Toronto Public Library, South Chapter.

Staff training, enrichment and other enhancement opportunities

Toronto Public Library's annual staff recognition luncheon, honouring long service staff reaching 25-, 30-, 35- and 40-year service milestones, was held at the Bram & Bluma Appel Salon at Toronto Reference Library on November 20. Library Board Chair, Councillor Paul Ainslie brought greetings from the Board and City Librarian Jane Pyper presided over the presentations. The recipients of two staff awards administered by the Toronto Public Library Foundation were presented during the luncheon. The \$3,500 Pauline Hinch Memorial Award for Staff Development, established by Gordon Hinch in memory of his late wife Pauline, was awarded this year to Sarah Qazi to help with the tuition for her studies in the profession of librarianship. The \$1,000 Peter J. Bassnett Award for Professional Development was awarded this year to Suzanne Fernando. The award recognizes the late Peter J. Bassnett, former CEO of the Scarborough Library, and supports Library staff pursuing a career in public libraries.

Toronto Public Library's **Community Outreach and Engagement Committee** was pleased to have John Pateman, Chief Librarian of the Thunder Bay Public Library, as keynote speaker at its annual UnConference on October 30. Pateman, who co-authored *Developing Community-Led Public Libraries: Evidence from the UK and Canada*, has been with the Thunder Bay library for about a year, after a long career in the U.K. Pateman will also be a speaker at the Ontario Library Association Super Conference in February 2014.

Collections

Toronto Public Library ran a very **successful campaign highlighting e-content** this fall. In September, we issued a news release to raise customer awareness of our e-magazines, encouraging customers to check them out at tpl.ca/ereads. This generated widespread coverage in news media and many mentions on social media, especially on Twitter. We were featured in Toronto media (Torontoist, BlogTO, Yonge Street Media), literary blogs (Quill & Quire) and also major news sites (CBC, Huffington Post Canada). In October, we launched an advertising campaign targeting commuters. Ads promoting the Library's e-books and e-magazines were seen on subways, streetcars and outdoor shelters, as well as on posters throughout the city and online ads in Toronto publications. More than 20,000 customers registered to download e-books and e-magazines, an increase of 100% over the same period last year. There were over 10,000 visits to the Library website via the unique URL created for the campaign (www.tpl.ca/ereads). There were also over 13,000 clicks on the campaign promotion on the Library homepage. In addition to advertising, we have given pop-up demonstrations in libraries and will be at the Brookfield Place food court during the busy lunch period on December 11. Promotions will continue in branches this winter. More info: www.torontopubliclibrary.ca/ereads

Toronto Public Library's annual **First & Best Booklist**, a selection of the year's finest Canadian books for children from birth to five years, was announced on November 27. This wonderful selection of 10 books, all available for borrowing from the Library, helps develop early literacy skills and a love of literacy in our youngest Torontonians, and truly helps us grow a city of readers.

Volunteers

The fourth annual **tutor conference** was held at North York Central Library on November 2, bringing together 180 volunteers from Toronto Public Library's Adult Literacy and Leading to Reading programs. The event enhances the skills of the tutors by providing ongoing training relevant to their needs. Workshops were hosted by experts in the literacy field and the keynote speaker spoke on the topic of the many paths to literacy. Feedback from the event was overwhelmingly positive, with 97% of participants rating the conference as either "good" or "excellent."

Foundation

On November 26, at their Board Meeting, the **Friends of Toronto Public Library, North Chapter** donated \$73,000 to the Foundation in support of Leading to Reading. This donation took their cumulative giving to the Leading to Reading Program over the \$1 million mark. The Friends of Toronto Public Library, North Chapter operate Book Ends, a used bookstore at North York Central Library that is volunteer-run and sells withdrawn library materials along with books, magazines, CDs, videos and other items donated by members of the public. This year in October, Book Ends also celebrated its 20th anniversary.

In its ninth year, *The Book Lover's Ball* will take place on Thursday, February 6, 2014 at The Fairmont Royal York. It is the only fundraiser that brings together over 600 book lovers with 60 of Canada's top literary talent. This year, we will have in attendance authors like Amanda Lang, Andrew Pyper, Michael Ignatieff, and Wayne Johnston to name a few. Guests will bid on fabulous prizes, share a delectable three-course dinner inspired by Lynn Crawford in the company of a celebrity author, and enjoy novel-inspired entertainment showcasing some of the year's best work including Joseph Boyden's the Orenda along with bestsellers like Suzanne Collins' The Hunger Games.