

To: Toronto Public Library Board – September 20, 2004

From: City Librarian

Subject: **Ontario Public Library Week – 2004**

Purpose:

To provide the Board with information on the Toronto Public Library's activities in support of Ontario Public Library Week – 2004.

Funding Implications and Impact Statement:

Not applicable.

Recommendation:

It is recommended that the Toronto Public Library Board receive the *Ontario Public Library Week – 2004* report for information.

Background:

Ontario Public Library Week (October 18 to 24, 2004) is an annual celebration of the contributions public libraries make to economic health and quality of life in our communities by preserving and providing access to information in all its forms. This year, Toronto Public Library will focus on library services for youth, a key priority in the Library's recently published Strategic Plan.

Comments:

In recognition of Ontario Public Library Week, a number of Library initiatives have been planned to highlight the range of Toronto Public Library programs and services available to youth:

- The Mayor will proclaim October 18-24 to be Ontario Public Library Week across the City.
- Working with the City, the Library will again be provided with free advertising space at 60 bus shelters and 125 recycling bins. These advertisements will be designed to promote the Library to youth and include a tagline that has particular appeal to this group. In addition to the tagline, the ads will include the Library web site.
- Library programming for the entire month of October has a strong focus on youth, with over 50 author visits scheduled at branches across the City. With funding coming from the annual Canada Council literary grant, many of the visiting authors are coming from across Canada.

- Ten writing workshops for youth will be conducted at library branches throughout the city during the week of October 18-24.
- On October 19, the Toronto Public Library, in cooperation with Annick Press, will launch *I Wrote On All Four Walls*, a publication in which teens share their views on violence.
- On October 21, the Library will hold its *Young Voices* magazine celebration, an annual event recognizing the young authors whose work is published in the magazine.
- On October 23, a day-long youth writing conference will be held at North York Central Library, providing young people with the opportunity to meet, discuss and share their work with well-known published authors.
- At all of the events during Ontario Public Library Week, staff will continue to promote *ramp*, Toronto Public Library's recently launched website for youth by introducing it at the scheduled workshops and celebrations and including on print promotional materials.

In addition to these planned events, Toronto Public Library has been asked to host a press conference for the Ministry of Consumer and Business Affairs at the Toronto Reference Library on October 21, 2004 at 10:00 a.m. The Ministry will announce their new one-stop web site for government information and plan to hold the conference here as a reminder that public libraries are ideal access points to government information and services across the province.

Conclusion:

Toronto Public Library fully supports Ontario Public Library Week with participation throughout the system.

Contact:

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Josephine Bryant  
City Librarian

List of Attachments:

Not applicable.