



To: Toronto Public Library Board – September 23, 2002

From: City Librarian

Subject: **Ontario Public Library Week – 2002**

Purpose:

For information.

Funding Implications and Impact Statement:

Not applicable.

Recommendation:

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

Background:

Ontario Public Library Week occurs this year from October 21 - 27, 2002. It is an annual week of acknowledgement of the contribution that public libraries make to the economic health and quality of life in our communities through their role in preserving and providing access to information in all its forms.

Comments:

In recognition of Ontario Public Library Week, a number of Library programs have been planned which stress the range of programs and services available at the Toronto Public Library.

We have asked the Mayor to issue a proclamation of Ontario Public Library week the week prior to October 21.

As part of the City's arrangements with Olifas Marketing Group Inc. (OMG), the Library will be advertising on 250 OMG recycling bins and at 55 transit shelters (Viacom) across the city. This advertising space is valued at almost \$80,000. The ads are slated to run from October 21 – November 18, and will be announced in a news release as TPL's kick-off to Ontario Public Library week. The advertisements will be designed to promote general interest and awareness of the Library, by using a strong visual image, a tagline (either *All the World's A Page* or *Knowing is Better*) and will include the Library web site address.

In addition, branches are organizing displays for OPL week and have extensive programming – storytelling, author readings and computer education courses planned for the week.

TRL will be hosting speakers, Dr. Carolyn Bennett, Dr. Michael Rachlis, and Dr. Lawrence Erlick, to discuss the Canadian health care system, as part of the Toronto Reference Library's 25th anniversary celebration.

Finally, Ontario Public Library Week is made possible by the generous financial support of Whitehats Inc., as well as the partnership of Bell Canada, the Canadian Library Association and the Media Awareness Network. The announcement of the Ontario Public Library Services Awards are made during Ontario Public Library Week. This year, Toronto Public Library submitted the award for the *Ministers Award for Innovation* for the *Kids @ Computers* scholarship program.

Conclusion:

Toronto Public Library fully supports Ontario Public Library Week and participation throughout the system is encouraged and achieved.

Contact:

Suzanna Birchwood, Director, Marketing & Communications; Tel: 416-393-7214
Fax: 416-393-7083; E-mail: sbirchwood@tpl.toronto.on.ca

City Librarian

List of Attachments:

Not applicable.