



To: Toronto Public Library Board – September 23, 2002

From: City Librarian

Subject: **Word on the Street Festival 2002 – Toronto Public Library Booth**

Purpose:

For information.

Funding Implications and Impact Statement:

Not applicable.

Recommendation:

It is recommended that the Toronto Public Library Board receive for information notification of Toronto Public Library's participation in Word on the Street.

Background:

Toronto Public Library will be staffing a booth again this year at the annual Word on the Street festival. This year's celebration of reading and the printed word is on **Sunday, September 29, 11 a.m. – 6 p.m.** on Queen St. West between University and Spadina Avenues. The winner of the City of Toronto Book Award will also be announced at this event.

Staff will be on hand representing Toronto Public Library, the Toronto Public Library Foundation and Volunteer Services at the Toronto Public Library. Both the Toronto Public Library and the Foundation booths will be located immediately beside the Storytelling Tent, quite close to the Spadina Avenue entrance to the festival (booths 238 and 237 respectively).

Comments:

In addition to promoting basic public awareness of our services, we will highlight our website as well as our new *Best Bets* collections. Booth staff will also conduct another "guess the intersection" contest, and sell a variety of postcards and posters including those from the TPOM exhibit.

Visitors will be able to obtain copies of many of our informational brochures including *Your Guide to the Library* and *TRL 25<sup>th</sup> Anniversary Lecture Series*, as well as *What's On*. In addition, members of the public who do not already have a library card will be invited to pick up

a package containing an unactivated library card, *Hours and Locations* and a cover letter. The letter will invite the recipient to validate the card by going to their local library branch with two pieces of identification, and outline the benefits of membership.

Conclusion:

Toronto Public Library fully supports Word on the Street, and promotion of the event throughout the system is encouraged.

Contact:

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

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City Librarian

List of Attachments:

Not applicable