



## Sacramento Public Library Authority

March 11, 2010

### Agenda Item 4.1: National Library Week and National Library Workers' Day

**TO:** Sacramento Public Library Authority Board Members

**FROM:** Gary Shaffer, Director of Communications

**RE:** National Library Week and National Library Workers' Day 2010

**RECOMMENDED ACTION(S):** Receive and file.

### **INFORMATION**

Sacramento Public Library will join other libraries throughout the country in the celebration of National Library Week, April 11 – 17. All 27 library locations will host numerous activities for all ages that reflect this year's National Library Week celebration theme: *Communities Thrive @ your library*.

Several National Library Week themed events coincide with the Sacramento Public Library's "Do-It-Yourself" (DIY) programs scheduled in March and April 2010. To better help community residents thrive during these tough economic times, the Library will present free DIY workshops during National Library Week including basic home plumbing repair, transforming old clothing into stylish apparel, using inexpensive or recycled mosaic tiles to decorate flat picture frames and flowerpots, planning a wedding on a limited budget, organizing your home closet, redesigning home gardens, etc.

The celebration week's keynote program will be a presentation by Thomas Goetz, executive editor of *Wired Magazine* and author of *The Decision Tree: Taking Control of Your Health in the New Era of Personalized Medicine*. Mr. Goetz will discuss how people can take advantage of new frontiers in health care at 6 p.m., Tuesday, April 13, in the Tsakopoulos Library Galleria at the Central Library. Goetz's DIY-themed talk promotes the National Library Week theme, along with the other featured DIY library programs, and the Sacramento Public Library *Helping You Be...Better Every Day!* awareness campaign.

Leading up to National Library Week, the Library will introduce the third phase of its successful "Better Every Day" campaign by launching *Helping You Be ... Better Every Day!* Advertisements will be placed on Sacramento Regional Transit buses, on *The Sacramento Bee* vending machines, an insert within *The Sacramento Bee* newspaper, a flyer placed in non-newspaper subscribers' mailboxes, on banners at library branches, flyers distributed in branches, and on billboards and bus shelters in the south of the County. While the March 2009 *Better Every Day!* campaign focused on the institution, and the November 2009 *Serving You...Better Every Day!* campaign highlighted the interaction between Library staff and patrons, the April 2010 *Helping You Be . . . Better Every Day!* campaign reinforces the Library's many services that assist our Library card holders achieve their lifelong learning goals. The complete listing of local National Library Week programs is available on the Library's web site at [saclibrary.org](http://saclibrary.org).

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