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Sacramento Public Library Wins John Cotton Dana Award

$10,000 award recognizes One Book 2013 promotion campaign.

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Sacramento Public Library has been named as one of eight winners of the prestigious 2014 John Cotton Dana Award from the American Library Association. Each award comes with a $10,000 cash prize.

The award recognizes excellence in library public relations. Sacramento Public Library won for the campaign around One Book 2013. The project consisted of *The Slender Poe*, an anthology of the works of Edgar Allan Poe published by the Library's I Street Press, The Poe Project film festival in cooperation with the Capital Film Arts Alliance, and a series of public events during October 2013.

Library-designed promotional materials included posters, bus shelter advertisements, coasters and *The Slender Poe*. All materials were designed by the Library's graphic designer, Laura Koivunen.

The 2014 winners were chosen out of 83 entries. The John Cotton Dana Award is sponsored by EBSCO; the Library Leadership and Management Association, a division of the American Library Association; and the H.W. Wilson Foundation, which awards the prize money.

"The Sacramento Public Library took the One Book campaign to a new level in 2013," according to the ALA press release announcing this year's winners. The release also touted Sacramento Public Library's "unique partnerships, including the introduction of the Edgar Allan Porter locally brewed beer" and significant increase in program attendance compared to One Book 2012.

The Library's One Book 2013 won two awards at the local 2013-14 American Advertising Federation Awards hosted by the Sacramento Ad Club, including Best in Show and a silver award at the regional American Advertising Federation Awards, earning entry into the national awards.