



Effingham Public Library • 200 N. Third St. • Effingham, Illinois 62401
P: 217.342.2464 • F: 217.342.2413 • W: www.effinghamlibrary.org

PRESS RELEASE

Date: Wednesday, May 22, 2019

For further information contact Catherine Bailey

Effingham Public Library to Receive 2 National Marketing Awards

The Effingham Library is pleased to announce that its 2018 Annual Fund Mailer *RISE!* and its 2018 Summer Read t-shirt design have both won national acclaim with “Best of Show” marketing awards in a competition for North American libraries with annual operating budgets under \$1 million. The award is being presented on June 23 during the American Library Association Annual Conference in Washington DC.

The Library’s marketing work has been regularly recognized at this national event; it has now won 7 Best of Shows and one Honorable Mention.

The annual fund mailer was designed and printed by Wortman Printing of Effingham while the teen summer read t-shirt was designed in-house by the library.

Over 440 entries from across North America were submitted in print and electronic formats from a wide variety of libraries including public, academic, school, state, and consortiums. Entries were evaluated on content, originality, design, and effectiveness by a team of experts in public relations, graphic design, communications, and marketing who select the winner in each category.

The awards, which recognize the very best in public relations materials produced by libraries across North America, are given by the Library Leadership and Management Association Public Relations and Marketing Section PR Xchange Committee of the American Library Association.

###