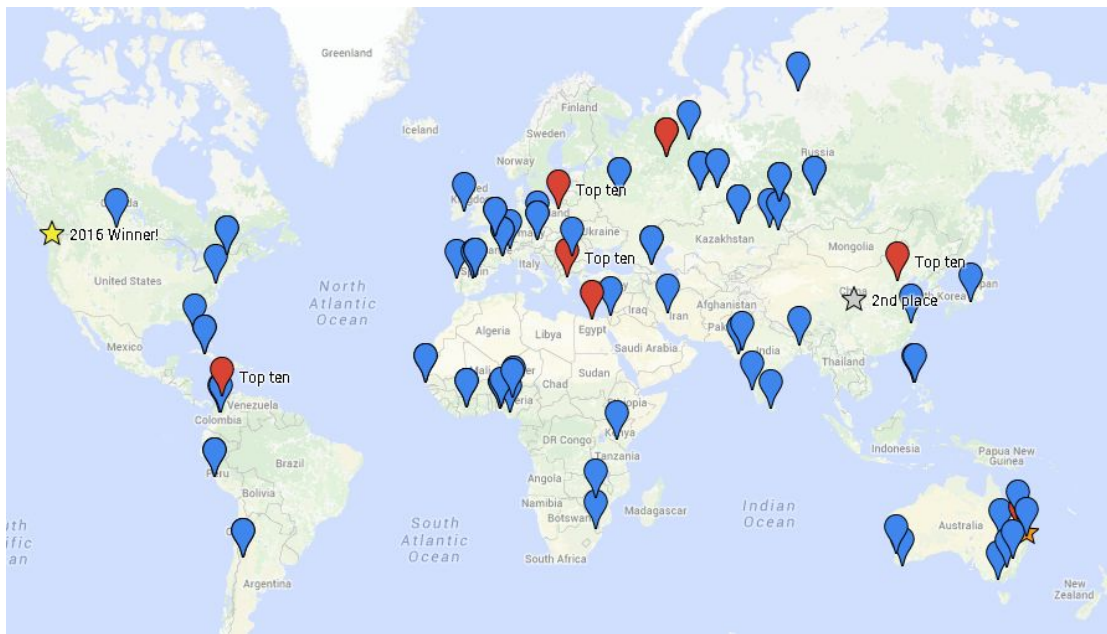


PRESS RELEASE

IFLA BibLibre International Library Marketing Award



The IFLA Section on Management and Marketing in collaboration with our award sponsor Biblibre, announces the 13th IFLA BibLibre International Marketing award winners! *This award* honors organizations which implement creative, results-oriented marketing projects or campaigns.



We received 71 applications from 26 countries, in 6 languages from all over the world!

[2016 Winner!] Vancouver Public Library Inspiration Lab Launch Campaign - Canada <http://www.vpl.ca/InspirationLab>



In May 2015, Vancouver Public Library launched the city's newest free creative destination – the Inspiration Lab – a hands-on digital media hub with sound studios, video production and editing, analog-to-digital conversion, and self-publishing software. The launch campaign's marketing objectives included driving traffic to VPL's Inspiration Lab, increasing awareness of VPL's Inspiration Lab and features, and reinforcing the perception of VPL as a modern, progressive and creative space. To achieve these marketing objectives, the promotional campaign targeted early adopters and media outlets, who could extend awareness through their own networks and channels.

Congratulations to : Daphne Wood, Stephen Barrington, Stephanie Hurst, Marya Gadison, Adrienne Horton, Tina Galanopoulos, James Gemmill and Maria Hernandez !

The library receives 2000€ cash award and airfare, lodging and registration for the World Library and Information Congress: 82nd IFLA General Conference and Assembly in Columbus, Ohio, USA 13-19 August 2016

[2nd place] Tuan Time - Each library experience is a memorable treasure - Xiamen University Libraries - China <http://tuan.xmulib.org>



Since 2013, each graduate student's library usage record has been transferred by librarians into a refreshing personalized e-account with painting and music, showing their lists of borrowings, library entries, favorite seats, and so on. The theme of the website is "Tuan Time", namely, "Library Time". By combining three Chinese characters into one, the newly coined Chinese character "Tuan" conveys the notion that a library is both a book-collection shelter and soul-enriching harbor. The e-accounts are valid permanently for graduates to review their library experiences. Moved by the consideration of the

librarians, graduates keenly share them on popular social media like micro-blogs (<http://weibo.com/xmulibrary>) and WeChat, and receive huge amount of attention and positive comments on their message board.

Congratulations to : Wei Yang , Zheng Xiao, Guofan Huang

The library receives 1000€ cash award and airfare, lodging and registration for the World Library and Information Congress: 82nd IFLA General Conference and Assembly in Columbus, Ohio, USA 13-19 August 2016

[3rd place] Sunshine Coast Libraries Pop Ups! - Sunshine Coast Libraries - Australia <https://www.facebook.com/SCLibraries>



Six library pop ups were created and held at six major events across the Sunshine Coast. Each pop up had its own slogan that was crafted specifically to suit the event. Libraries Colour My Life, Libraries Light Me Up, Real Aussies Read, Where's Wally - at the Library!, Reading - Food for the Mind and Run to Reading.

Congratulations to Libraries Pop-up / Libraries Programs and Marketing team !

The library receives 500€ cash award

Among the 71 applicants, the jury has selected the 10 projects that it has found most inspirational. The following projects did not make it to the podium but deserve to be highlighted.

Top 10: (by alphabetical order)

- [Australia] **Free-Range Resources Project¹** - Western Downs Libraries
- [China] **Metro-library²** National Library of China
- [Colombia] **Capture project and loyalty users of public libraries through mobile technology in Medellin and its metropolitan area³** - Proyecto de captura y fidelización de usuarios de las bibliotecas públicas a través de la tecnología móvil en Medellín y su área metropolitana. - Fundación EPM, Programa Red de Bibliotecas.

¹ <https://www.youtube.com/watch?v=anjyXRVsl-A&feature=youtu.be>

² <http://m.ndlib.cn/topic/486.aspx>

³ <https://www.youtube.com/watch?v=0a0s1vhBN6g>

- [Egypt] **Egyptian Crafts Festival⁴ (2nd edition)** = Festival des Métiers Egyptiens (2ème édition) = مهرجان الحرف المصرية (الدورة الثانية) Bibliotheca Alexandrina = The Library of Alexandria = مكتبة الاسكندرية
- [Greece] **Thesswiki@the Aristotle University of Thessaloniki⁵ - Library & Information Centre**, Aristotle University of Thessaloniki
- [Poland] **Happening "Read and Run"⁶** - Planeta 11 multimedia library
- [Russian Federation] **Library prodlénka⁷: Literary creation - the game rehabilitative living Municipal budgetary institution of culture "Centralized Library System"**
«Библиотечная продлёнка»: создание литературно - игровой реабилитационной гостиной Syktyvkar, Komi Republic

Sponsored by



At BibLibre we only work with Open Source software because we believe they contribute to a community and freer world. But we do not force you to share our convictions. Choosing BibLibre is primarily choosing a strong expertise in the library field and project management.

It is trusting a provider chosen by more than 130 libraries or consortia of all sizes, ranging from the Resistance museum in the Massif Central, which manages 5,000 records to the University of Aix-Marseille, which manages more than 1, 5 million records for its 70,000 members. BibLibre is a french company, with customers all around Europe'.

Contact : iflajurymembers@googlegroups.com

⁴ <http://www.bibalex.org/caf/fr/Event/EventDetails.aspx?ID=8101>

⁵ <http://www.lib.auth.gr/thesswiki>

⁶ <https://www.facebook.com/events/790959067666731/>

⁷ <http://www.cbs-sykt.ru/newslist/741/>