

## News release

### Books and beyond goes gold!

December 17, 2009 ... The Advertising and Design Club of Canada recently recognized the province-wide *Books and beyond* campaign with a number of awards.

*Books and beyond* received gold for top public service TV campaign, silver for three individual TV spots and a merit award for overall multi-media campaign.

The *Books and beyond* campaign ([www.booksandbeyond.ca](http://www.booksandbeyond.ca)), was launched not only to promote the wealth of resources available at Alberta's libraries but also to break existing stereotypes with a not-so-serious dose of irony.

The Advertising and Design Club of Canada award show, *Directions*, is considered one of the leading award shows in the country. Earlier this year the campaign was awarded a bronze International Federation of Library Associations and Institutions 2009 Marketing Award.

"We're pleased with the recognition for the campaign, but even more pleased that we're able to connect with people in a way that surprises them and makes them laugh," said Alberta Public Library Director Karla Palichuk. "One of the challenges of getting our message out is simply getting people's attention. When people are laughing, they're engaged with the message."

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