



CSLA

NEWS RELEASE



The California School Library Association (CSLA) announces the launch of the 2011 California Campaign for Strong School Libraries, a public awareness campaign to increase understanding about the importance of strong school libraries for our children.

Through a variety of projects and programs, the Campaign for Strong School libraries is targeting areas throughout California to raise awareness about the importance of strong school libraries for our children. Some of these projects include:

★ *Expanding the CSLA 2.0 tutorials to include:*

A: **Summer 2.0 fun for teens** @ their library [public library summer programs]

B: **Digital citizenship** tutorial – targeted to teacher librarians and other educators so that they are comfortable teaching about and working with Internet Safety, cyber citizenship and information ethics applications

C: **Administrators 2.0** tutorials in process to provide tech learning for those decision makers in schools and school districts

★ *Campaign **LIBRARY STORE**:*

Book and library-themed gifts for yourself and your library-loving friends! Includes the incredible artwork of children's book illustrators who have given us art to advocate for strong libraries. Watch for and widely share the announcement about the [Campaign **LIBRARY STORE**](#).

★ ***Bus Ads** in targeted areas in San Francisco and Los Angeles.*

Help us spread the word about strong school libraries!

Join the public awareness campaign today by contributing your tax-deductable donation to support new 'action advocacy' projects as developed by CSLA members to promote library service, instruction and legislative action. **Invite** your district and regional library organizations to make a donation to buy regional bus banners and ads. **Donate** your time as well so that we can build a coalition of library supporters who will work together to ensure that our students have access to the strong school libraries they need to become lifelong learners.

To join or learn more about the campaign, please visit: <http://librarycampaign.csla.net/>.

Let the Campaign begin!

Connie Williams

Chair, California Campaign for Strong School Libraries