

## National Year of Reading 2012

### Come on in to your public library

The National Year of Reading will be launching a national public library membership drive

in Library and Information Week next month. The campaign will run through to The Reading Hour on August 25.

The campaign will harness the already viral power of the National Year of Reading to encourage brand new – and long lost – members to their local public library. It will also support family literacy initiatives.

Whether it's someone who has never been in a library in their life, or someone who hasn't been back since they handed in their last assignment at school or university, this program is designed to help them take that first important step towards all that libraries can offer.

In the UK, the National Year of Reading brought three million new members to libraries across the nation and the Australian National Year of Reading team has been working hard to help Australian libraries put together enticing programs for potential new members too. They've developed a stack of downloadable resources including animation, a television commercial, key messages and ideas for events and activities.

All the resources will be available at [www.love2read.org.au](http://www.love2read.org.au), where you can also find information on the whole range of National Year of Reading programs.



LIS WRAP

## Love at first sight

What better way could there be to celebrate Library Lovers Day and to launch a National Year of Reading campaign than to open a brand new, state of the art library facility? This was exactly how the Rural City of Murray Bridge in South Australia chose to celebrate the 14th of February 2012. And it was truly love at first sight – loan figures since opening have jumped 400%.

The grand opening was facilitated by the Governor of South Australia, His Excellency Rear Admiral Kevin Scarce. It was attended by the Chairman of the South Australian Libraries Board Mr. James Bruce, local dignitaries and community members.

The new library has already seen a great response from the local community. Within a week the library had registered the monthly average of new patrons. The library staff has also noted a large number of patrons, inactive for some time, now using the library again.

Popular features of the new community facility are the café area where patrons can catch up on the news and enjoy a cup of coffee and the Toy Library. The Children's Area features a paddle steamer theme and the Youth Area has amazing views of the Murray River.

This is the fourth library in Murray Bridge managed by long-standing ALIA member Peggy Bennett in her 47 years of service to the community.



BRAND NEW LIBRARY AND ALREADY MUCH LOVED IN MURRAY BRIDGE