

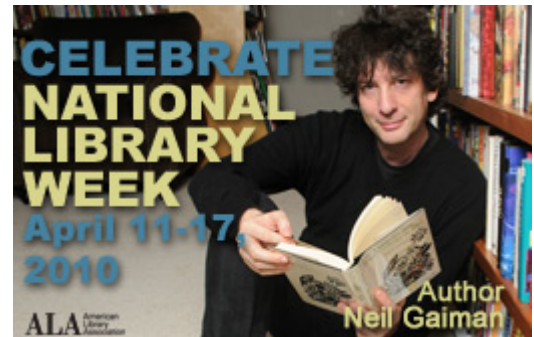
For further information contact:
Dr. Curtis R. Rogers
803-734-8928
crogers@statelibrary.sc.gov

FOR IMMEDIATE RELEASE
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Neil Gaiman named Honorary Chair of National Library Week

CHICAGO – Author Neil Gaiman, winner of this year's Newbery Medal for "The Graveyard Book," has been named the 2010 Honorary Chair of National Library Week, which will be celebrated April 11-17.

As Honorary Chair, Gaiman will appear in both print and radio public service announcements (PSA) and a podcast and will participate in a National Library Week event developed by the American Library Association's Campaign for America's Libraries.



Other materials are currently available in both English and Spanish, focusing on the 2010 National Library Week theme "Communities thrive @ your library." They include a proclamation, sample press release and letter-to-the-editor, as well as scripts for use in radio public service announcements (PSAs). Libraries can download materials at www.ala.org/nlw.

Libraries planning to participate in "Communities thrive @ your library"- themed programming are encouraged to share their stories with the Campaign for America's Libraries, by sending an e-mail to atyourlibrary@ala.org.

ALA Graphics products supporting the "Communities thrive" theme are also available. In addition to the 2010 National Library Week poster and bookmark, libraries can also purchase mini poster and new this year, a downloadable transit sign. National Library Week-themed Web files along with all Graphics products can be purchased through the ALA Store at www.alastore.ala.org/nlw.

National Library Week is a national observance sponsored by the American Library Association (ALA) and libraries across the country each April. It is a time to celebrate the contributions of our nation's libraries and librarians and to promote library use.

The Campaign for America's Libraries (www.ala.org/@yourlibrary), ALA's public awareness campaign that promotes the value of libraries and librarians. Thousands of libraries of all types – across the country and around the globe - use the Campaign's @ your library® brand. The Campaign is made possible by ALA's Library Champions, corporations and foundations that advocate the importance of the library in American society.

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About the S.C. State Library

The South Carolina State Library is the primary administrator of federal and state support for the state's libraries. The Library is a national model for innovation, collaboration, leadership and effectiveness. The Library's mission

is to optimize South Carolina's investment in library and information services. In 1969, as the result of action by the General Assembly, the State Library Board was redesignated as the South Carolina State Library and assumed responsibility for public library development, library service for state institutions, service for the blind and physically handicapped, and library service to state government agencies. Headquartered in Columbia, S.C., the Library is funded by the state of South Carolina, by the federal government through the Institute of Museum and Library Services, and other sources. For more information, visit www.statelibrary.sc.gov or call 803-734-8666.