



PRESS RELEASE

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Ascension Parish Library Wins National Marketing Award

Gonzales, LA – Ascension Parish Library earned recognition from the American Library Association’s (ALA) PR Xchange for its creative marketing efforts. The library was awarded for its [Summer Reading 2022 Kickoff Video](#) in the Summer Reading (digital) category. The video was released on the library’s social media platforms for the community to view and share as a quick way to get the word out and remind people about in-person events and educational/hands-on learning opportunities at the library - following years of virtual programming brought on by COVID-19.

Data from the library’s youth and adult services librarian showed an increase in the number of people who attended events that summer and an increase in participation in the summer reading program. For 2022, 2,594 youth (ages 0-18) signed up – an increase over the previous two years. Adult participation increased 25% over the last five years as 883 adult residents signed up.

“Effective marketing creates success, and I’m thrilled to see Ascension Parish Library acknowledged nationally,” said Ascension Parish Library Director John Stelly. “Our library serves the community in many ways, but if we don’t showcase what we have or communicate what we offer, people won’t know about our amazing services and resources. I’m proud of what our communications team has accomplished; It means people understand the library is a valuable part of the community.”

ALA honors libraries that produce high-quality print or digital materials in five categories: External communications; Advocacy/Fundraising/Annual Reports/Strategic Plans; Special Events and Exhibits; Reading Programs; and Materials Promoting Collections, Services, or Resources. More than 215 submissions were sent in by 100 institutions, including public, academic, school, state, and special libraries. Submissions were assessed by a panel of 15 judges (marketing professionals, graphic designers, visual artists, and librarians) who looked at each piece's quality of content, format, design, creativity, and originality.

The library’s winning video can be viewed at bit.ly/APLSRP2022.



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Pictured l to r: Ryland Percy, III, Board Member; John Stelly, Library Director; Tyana Daquano, Public Information Officer; Joyce Sigler, Marketing Coordinator; Henry J. Schexnayder, III, Board Chairman; Lisa Bacala, Board Vice Chairman; and Jevella Williamson, Board Member.

About APL

Ascension Parish Library (APL) is an award-winning library system committed to providing opportunities for lifelong learning to all ages. APL delivers needed resources through traditional library services, digital materials, and innovative programs. Ascension Parish Library encourages residents to read, learn, and create by visiting their local library.

To learn more, visit <https://www.myAPL.org/>.

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