



PRESS RELEASE

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July 12, 2024

Ascension Parish Library Recognized with National Award

Gonzales, LA – Ascension Parish Library is thrilled to announce that it has once again been recognized on a national stage, earning its second marketing award from the American Library Association’s PR Xchange. The library was awarded for its Be a PAL postcard, created to give businesses more information about opportunities to partner with the library to strengthen the community and support literacy, skills, and learning. PALs (Partners Advancing Literacy) are businesses that invest in the library by sponsoring programs, resources, and capital projects. Fundraising is a new focus area for the library.

“We are honored to receive this national recognition for a second time,” said John Stelly, library director. “This award is a testament to our team’s hard work, creativity, and commitment to serving our community in innovative ways. To watch them receive this kind of professional recognition inspires all our staff to keep providing the best services and programs to our community, pushing the boundaries of excellence in everything we do.”

The American Library Association’s PR Xchange 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 334 submissions were submitted from over 100 institutions, including public, academic, school, state, and special libraries. Entries were evaluated by a panel of 25 judges (marketing professionals, graphic designers, visual artists, and librarians) who looked at each piece's quality of content, format, design, creativity, and originality.





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In 2023, Ascension Parish Library was awarded for its Summer Reading Kickoff video, which reminded people about in-person events and educational/hands-on learning opportunities at the library following years of virtual programming brought on by COVID-19.

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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