

# Library Lovers Day 2007



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**F**ebruary 14 has always been known as Valentine's Day, beloved of romantics. In 2006 a new era began with Library Lovers across New South Wales claiming the day for themselves and renaming it in honour of their passion. To celebrate, public libraries across NSW gave away more than 50 000 'I love libraries' wristbands in green, blue and orange and invited their clients to wear their hearts on their wrists.

In 2007 this promotional campaign will go nationwide and will also be the first combined advocacy event organised by ALIA and Public Libraries Australia. Please mark Wednesday 14th February 2007 into your calendar as Library Lovers Day. The Australian Library Lovers website will soon be launched at <http://www.librarylovers.org.au>.

Ideas from previous campaigns will be included at the website – some libraries have wrapped up a book for a blind date with a client or have made Valentine postcards for readers to complete, describing why they love their library. Perhaps flowers for customers or red heart stickers for patrons so they can wear their library hearts on their sleeves? No matter what type of library or information centre you work in, use your creative flair to help celebrate the day and have fun!

Libraries are also invited to take part in the national @ your library campaigns for 2007. This is a public education campaign developed by the ALA (American Library Association) and IFLA in 2001. The three core messages, taken from the IFLA website, are:

- Libraries are changing and dynamic places
- Libraries are places of opportunity
- Libraries bridge the world

The campaign promotes the value of libraries and librarians and showcases the unique and vital roles played by public, school, academic and special libraries worldwide. The Australian campaigns are listed here and on our website, along with more information and ideas at <http://alia.org.au/advocacy/atyourlibrary/>.

## River of Opportunities IV

Roxanne Missingham (ALIA Vice-president) and I attended the River of Opportunities Technicians weekend workshop in Albury in November. A well-travelled group of library technicians and other interested members gathered at the excellent Hovell Tree Hotel venue to hear inspirational speakers, reconnect with ALIA matters and meet and hear from colleagues. The two library tours were an opportunity to showcase local libraries and to gain inspiration.

Thanks to Clare Bristow, Kevin Dudeney and Libby Brackenridge for organising a great weekend!

## New LLO appointment

Congratulations to our latest LLO appointment—Jayshree Mamtora in the Northern Territory. This now makes a full complement of ALIA Local Liaison Officers around the country for members and non-members to make contact with.

## Local Liaison Officers

LLOs are ALIA representatives in each State/Territory. Their duties include being a point of contact for members, non-members and ALIA groups.

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## @ your library\*

### Australian @ your library 2007 campaign

<b>January</b>	Holiday Fun
<b>February</b>	Connect and Library Lovers Day
<b>March</b>	Environment
<b>April</b>	Holiday Fun - Food
<b>May</b>	Law
<b>June</b>	Drug Information
<b>July</b>	Holiday Fun - Good sports
<b>August</b>	Escape
<b>September</b>	Find the past (Treasures/ records)
<b>October</b>	Holiday Fun - Just ask
<b>November</b>	Read
<b>December</b>	Holiday Fun