

## Library Lovers Day 2008

### Blind dates at Cooloola

Love was definitely in the air at Cooloola Libraries on February 14 and despite the wet weather, inside was warm and welcoming. Cooloola Libraries staff and patrons enthusiastically embraced the concept of Library Lovers Day with colourful balloons and decorations while friends of the Cooloola Libraries greeted arriving patrons with heart shaped chocolates and happy smiles.

Books previously read and enjoyed by staff and volunteers were wrapped in brown paper with red hearts on the cover and placed on display. Borrowers were then encouraged to take a 'blind date book'. Those who took up the challenge also received a Library Lovers bookmark and sticker... and the opportunity to step out of their comfort zone and read a new author or genre!

Special Valentine's Day balloons, hearts and posters were used to decorate the library and add that romantic touch. Library staff were kept busy throughout the day restocking the display shelves with romance titles and blind date books.

A Library Lovers competition took place over a three week period with patrons asked to tell library staff why they loved their local library. A beautiful Library Lovers gift pack including chocolates, note cards, coffee mugs and other items purchased from Southern Scene was the winner's prize. Owing to the volume of imaginative entries received, staff chose two 'runners up' who were rewarded with boxes of chocolate. The winning entry:

"As a tired Mum I always know what makes three little faces glow. I say 'how about the library today', and then all our cares are washed away", came from Tanya Souter who was thrilled with her prize.

Library Lovers Day was a highlight in 2008's calendar for both staff and patrons, with everyone looking forward to growing and expanding on ideas for Library Lovers Day 2009.

**Karen Sallaway**  
karen.sallaway@cooloola.qld.gov.au



### Medicare Australia love their library

Valentine's Day 2008 was the day that Medicare Australia library chose to embark upon an awareness campaign, highlighting their services to other Medicare staff. "It was a perfect time," says Library Manager Merylyn Tandukar, "to entice people to love their library."

The library services over 1000 people in the National Office in Tuggeranong, ACT and another 5000 staff in state headquarters and branch offices across Australia. The new promotion used the theme 'Love Your Library' to invite managers and their staff to come and discover services offered by the library.

Managers received a Valentine's Day card from the library, complete with bookmarks and tattoos to wear and share with their team on 14 February — the traditional day of love.

Staff were asked to 'make a date' with the library on 14th, for heart shaped balloons, roses, romantic music and training on how to use library services.

"The promotion is about overcoming the perception that the library is only for people in National Office," said Merylyn "rather all staff can access the library through the intranet, use online catalogues, research databases, e-journals, e-books, as well as daily news summaries."

The internal promotion was well received by Medicare Australia staff who now love their library just a little bit more.

**Merylyn Tandukar**  
merylyn.tandukar@medicareaustralia.gov.au

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