

# Library Week 2011

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Every year in March the Western Cape Provincial Library Service, together with other role players in the library and information service (LIS) environment host and celebrate Library Week. This year's Library Week was a huge success and the soccer theme blended in perfectly with the FIFA Soccer World Cup tournament. The feedback from public libraries was very positive indeed.

Earlier this year we sent a questionnaire to all public libraries for input on the theme for Library Week 2011. We received many suggestions and recommendations which served as a starting point for our planning. After much deliberation and an amalgamation of some of the suggestions we arrived at an interesting theme that has not been used before: *Be practical and creative @ your library*. The reason why we chose this theme was that in public libraries one finds an abundance of library material that deals with practical and creative ideas, DIY projects, books on 'how to make costumes', 'how to start your own business', 'how to build a carport', 'how to write your own curriculum vitae (CV)', to mention but a few. Not only does one find books on practical and creative ideas, but also DVDs and videos on 'how to make your own beer', 'learn how to cook', 'learn how to train your pet', et cetera. Above all, @ your library users can learn how to use the Internet, and how to send and receive e-mail. Library users of all ages can watch movies, read the newspapers, listen to stories and much more. (all for free!) Librarians can display their most creative and practical ideas through displays, exhibitions, outreach projects and programmes to library users and potential users.

There has been a growth in DIY projects during the recession period in our country

and in the increasingly technological age in which we live, people have a need for hand-made and natural items.

The *Be practical and creative @ your library* campaign holds endless possibilities for librarians and public libraries.

Creative and interesting artwork for the promotional items, in the three official languages of the Western Cape, has already been designed for Library Week 2011 and will target both adults and children. The promotional material includes recyclable plastic bags, posters, bookmarks for adults as well as children (a first of its kind), colouring-in sheets for children, a brochure in three languages, balloons, erasers, pencils . . . and much more!

Library Week will take place in March 2011 and will coincide with the National Library Week. The launch of Library Week 2011 will take place at either a new or a



rural public library, as previous launches were held mainly in the Metropole District Area. However, the exact venue for the launch has not been finalised yet.

The whole purpose of celebrating Library Week is focused around the marketing and promotion of public libraries to library users and potential library users and to make people aware of the importance of the library. Its aim is also to encourage public librarians to highlight the cultural, educational and recreational aspects of the library. Nonetheless, the focus of Library Week is also to encourage outreach projects and programmes to library users and potential users. The public library plays a vital role in the information and technological age we live in, as much of the work we do is information based.

Come and be part of a great opportunity and celebrate Library Week 2011 and . . .

*Be practical and creative  
@ your library!*

