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For Immediate Release
February 24, 2009

LAMA seeks "Best of Show" award entries

Exhibit your library public relations masterpieces by entering LAMA's annual "Best of Show" awards competition. Sponsored by the Swap & Shop Committee of the Library Leadership and Management Association (LLAMA) Public Relations and Marketing Section, the competition recognizes the very best in public relations materials produced by libraries in the 2008 calendar year.

Judging in all categories will be based on content, originality, design format and effectiveness. Entries must be postmarked no later than **April 17, 2009**. A team of experts in public relations and marketing will judge the library promotional materials.

Winning entries will be on display during the Swap & Shop program scheduled for Sunday, July 12, 2009 from 11 a.m. to 1:30 p.m., during the ALA Annual Conference in Chicago, IL. Awards will be presented to the winners on that day. Free samples of public relations materials from dozens of libraries will be available for attendees to "swap and shop" during the program.

Competition information and entry forms are available from the LLAMA home page, <http://www.ala.org/llama>, or by contacting Renee Di Pilato at rdipilato@alexandria.lib.va.us, 703-838-4566, ext. 11.