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FOR IMMEDIATE RELEASE

Henderson County Public Library Receives State-Wide Award for Public Relations

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Henderson County Public Library's Book Cart Drill Team was named the Best Library Public Relations Project for a public library of its size across the state of North Carolina for the fiscal year 2015-2016. The award was presented to the library director, Trina Rushing, at the annual banquet of the North Carolina Public Library Directors' Association on December 1, 2016.

"We had a great time decorating book carts with images of beloved children's book characters and sparkling streamers," said Kathy Kirchoefer, Youth Services Coordinator at the library. The troop danced the carts down Main Street to 'The Library Card Song' and 'It's All about Those Books' while waiving poster-size library cards in the air.

The Book Cart Drill Team was designed to promote the library as a fun place to be, encourage observers to open up their world by getting a library card, and affirm the library's support of the Henderson County community. The parade appearance also coincided with Library Card Sign Up Month. During the month of September, each child who opened a new library account could choose a book to keep.

Library promotional projects from around the state were judged on their originality and attractiveness, relationship to the library's mission, effectiveness in reaching the target audience, and their results to cost ratio. Our library's project was considered the best in its class!

"Participating in the parade was a creative, engaging way to promote the library while building morale and teamwork among library staff," said Trina Rushing. "Our goal was to show the community what a fun place the library can be and to inspire them to visit us and learn about all of the great resources that are available to them...for FREE!"

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