



PRIZE-WINNING PR ENTER THE CONTEST!

Deadline: December 22nd

Back by popular demand! It's the new edition of the Prize-Winning PR contest, updated, with new entry categories, and even better than before! Share your newest ideas and ways to market your library!

Entry Categories:

- A. Most creative use of technology (PowerPoint, web page, blog, MySpace profile, etc.)
- B. Mixed media (keychain, toothbrush, flashlight, buttons, or combo of tech & traditional on same marketing campaign)
- C. Most creative use of traditional print media (bookmarks, flyers, newsletters, press releases, posters, brochures, etc.)

Winning entries will be **creative, practical, strategic and high impact.**

Small budget? No problem! It's how much bang you get for your buck, not how many bucks you have to spend.

Yes! You can enter more than one item in the contest.

Fame! Recognition! Prizes!!!

Winner will be announced in January on the HRLC listserv and website, and in the spring in the HRLC Highlights newsletter.

- ◆ Help create a resource for all Highlands members!
- ◆ Facilitate learning, networking, and sharing ideas!
- ◆ All entries will be displayed at the Prize Winning PR Summit on March 27, 2007!
- ◆ Each month we will feature an entry on the Marketing/PR Taskforce Web Page!
- ◆ A portfolio of entries will be available for HRLC members to borrow and view!

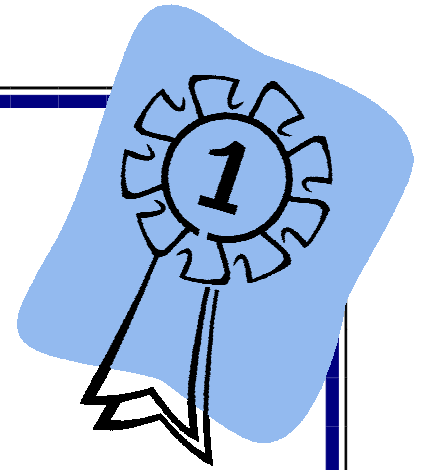


See entry details on reverse

To enter:

**Send entries by mail to:
Highlands Regional Library Cooperative
Attn: Ellen Osborne
400 Morris Avenue, Suite 202
Denville, NJ 07834**

Or send electronically to: eosborne@hrlc.org



Send us your entry, along with a cover letter including the following information:

- ◆ **Library**
- ◆ **Contact name, telephone and email address**
- ◆ **Which category does this entry fall into? (Technology, mixed media, traditional print media)**
- ◆ **How did you develop this marketing/P.R. project?**
- ◆ **What was the cost of this project in money and staff time?**
- ◆ **What was the impact of this project on your library users?**

Remember you can enter more than one item for your library!

