

# Marketing Inspiration in a Packet!

Did you miss seeing the entries at “Winning Ideas?”

This winter, HRLC libraries submitted their most innovative marketing efforts to the HRLC Continuing Education Committee’s “Prize-Winning P.R./Marketing” contest. The winners were celebrated at the “Winning Ideas” program in March.

Now you can see at first hand the creative, strategic projects your colleagues have developed, and draw inspiration for promoting your own library!

You may borrow one or more circulating packets of contest entries from HRLC by calling 973-664-1776. The packet(s) will be sent to you, and may be borrowed for up to two weeks.

Packets include:

- First prize winners
- Second prize winners
- Public library entries
- School and academic library entries

For a list of packets, see our website at:

[http://www.hrlc.org/marketing/ideas\\_borrowing.doc](http://www.hrlc.org/marketing/ideas_borrowing.doc)