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Summer 2013 broke library attendance records!

October 3, 2013- Massachusetts Libraries broke records during the summer months! Over 379,000 people attended 15,783 programs held in the 6-8 week span of summer in 294 libraries across the Commonwealth, a 12% increase over 2012 and a new record for summer programming in libraries.  Over 100,000 participants registered for Summer 2013 and many used ReadsinMA, our online tool which offers access to the summer library program from anywhere with Internet access.

Summer 2013 was our third year as members of the Collaborative Summer Library Program (CSLP), allowing MA libraries to share the same program, theme, incentives, and artwork with all 50 states. The Massachusetts Library System (MLS) continues to provide membership to the CSLP for each public library member, as well as provide program essentials, including a manual, posters, bookmarks, and reading logs.

2013’s artist for the children’s program, Scott Nash, was a favorite of many librarians and participants. A member reports: “We loved the clip art, and the posters were beautiful. We really took off on the underground theme and found this year’s theme wonderful. Our tiny town really comes together at our library thanks to programs like Summer Reading.” Librarians also appreciate the program essentials MLS provides: “Thank you for helping us in the planning, artwork, supplementing etc. each year. Yet at the same time, we can make the theme relevant to the needs of our patrons,” says one librarian.

MLS also continued working with the Massachusetts Board of Library Commissioners (MBLC) to bring the much loved and appreciated Bruins Partnership to libraries. The Bruins visited with several libraries for storytimes, crafts, and special autograph sessions with Blades the Bear and Bruins Ice Girls. Additionally, thanks to the Bruins support, poster costs were covered for all programs for all libraries, and participants had the opportunity to win prizes provided by the Boston Bruins.

The Western MA Library Advocates (WMLA) once again coordinated the donations of Big E tickets and coupons to Yankee Candle for summer program participants. Librarians statewide report the high value of these incentives, noting that patrons appreciated the offers and that tickets to the Big E were very popular.

MLS is already preparing our libraries for summer 2014, which will continue our tradition of offering a quality, educational, and fun program for all ages available at your public library.

To view our video press release, please visit:

<http://animoto.com/play/igjtePP4fNaGzQ3m7cj9xQ>

For more information:

Sarah Sogigian

Advisor for Youth Services

sarah@masslibsystem.org