



PRESS RELEASE  
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## Milton Public Library Awarded John Cotton Dana Award from the American Library Association

The Library Leadership and Management Association (LLAMA) of the American Library Association (ALA) have awarded eight winners this year's John Cotton Dana Library Public Relations Awards. Each library receives a \$10,000 grant provided by the H.W. Wilson Foundation. The 2020 winners will be honored at a reception held by EBSCO Information Services (EBSCO) at the 2021 ALA Annual Conference in Chicago.

Milton Public Library was the only Canadian library to receive the award for excellence in Public Relations. In response to the rapidly changing demography of Milton, MPL's Chief Librarian, Mark Williams, hoped to create a new 'brand' for the library that supported organizational efforts to better meet the evolving needs of MPL's patrons. Together, with the new Manager, Marketing and Communications, Ashley Directo, the tagline 'Be Inspired' was selected as the driving force behind the new brand and development of the 'bee' logo.

Social media and the new website increased the average number of likes and followers on Facebook by a staggering 200 percent in just twelve months. Twitter and Instagram followers increased as well. Subscription to MPL's e-newsletter increased from 10 percent of patrons in 2018 to almost 40 percent by the end of 2019.

The John Cotton Dana Awards were inaugurated in 1946 by The American Library Association and the H.W. Wilson Publishing Company. The award is named after the first librarian to make use of public relations to "publicize" library activities. The award is one of the most coveted, perhaps the most prestigious of the awards recognizing marketing and public relations excellence.

"I am delighted that our hard work in undertaking such a definitive and thorough re-branding exercise has been recognised in this way", shares Mark Williams, Chief Librarian.

To learn more, visit: <https://s.mpl.ca/Kmw6U5WF>

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