



FOR IMMEDIATE RELEASE

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Hartford Public Library Wins *LibraryAware* Award

Hartford, Connecticut (March 27, 2013) — Hartford Public Library today announced that it has received third place and a \$5,000 prize in a North American competition designed to honor libraries that connect with their communities. Sponsored by *Library Journal* and funded by EBSCO Publishing's NovelList Division, the *LibraryAware Community Award* recognizes the Library's exceptional engagement with its city, and is being awarded to only three libraries in the nation.

"We were looking for libraries that are tightly integrated with their communities," said Danielle Borasky, marketing coordinator for NovelList/EBSCO Publishing, the North Carolina-based funder for the award. One hundred libraries from the United States and Canada applied, she said, adding that the award is one that honors both the library and the community it serves. *Library Journal* Editor-in-Chief Michael Kelley said nearly 100 libraries competed for the awards.

The first- and second-place *LibraryAware* winners are Canton Public Library in Canton, Michigan, and Skokie Public Library in Skokie, Illinois.

"Each of these libraries has gone above and beyond to connect with their communities," said *LibraryAware* Product Leader Nancy Dowd. "They have bridged the gap between library and community and have ignited a successful and long-lasting relationship between the two."

"It's not enough to say, 'We have wonderful books and wonderful programs. Please come enjoy them,' " said the Library's Chief Executive Officer Matthew K. Poland. "We practice a kind of outreach that has made us a center of learning for the community. People know they can come here and get the kind of help they need to have a better life."

A public ceremony will be held in early May when the plaque that is part of this award will be given to Poland and city leaders. The plaque is given in recognition of Hartford as a *LibraryAware* community.

“Congratulations to Matt Poland and everyone at HPL for receiving this competitive award,” Hartford Mayor Pedro Segarra said today. “Our libraries play a critical role in uplifting our communities in Hartford and I’m glad they’re being acknowledged for their efforts.”

About Hartford Public Library

The Hartford Public Library traces its roots to 1774. It operates 10 locations in the City of Hartford. The Library receives more than 865,000 visits per year. Services include access to a large collection of materials for reading and research, as well as music and video. Programs provide education, information and enrichment to the people of Hartford in such areas as citizenship training, literacy, business skills and cultural awareness. The mission of Hartford Public Library is to provide free resources that inspire reading, guide learning, and encourage individual exploration. To learn more about the library, please see www.hplct.org.

About *LibraryAware*

LibraryAware is available as a subscription service to libraries. Uses for the *LibraryAware* program include a full range of marketing and communication channels including email blasts, e-newsletters, flyers, bookmarks, brochures, website inserts, letters, invitations and social media. To learn more about *LibraryAware*, please see www.libraryaware.com

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Founded in 1876, *Library Journal* (LJ) is one of the oldest and most respected publications covering the library field. More than 100,000 library directors, administrators, and staff in public, academic, and special libraries read LJ. *Library Journal* reviews more than 8,000 books, audiobooks, videos, databases, and web sites annually, and provides coverage of technology, management, policy, and other professional concerns. To learn more about LJ, please see www.libraryjournal.com