



**FOR IMMEDIATE RELEASE**  
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**Vaughan Public Libraries Marketing Team Receives Three Awards from American Library Association (ALA)**

**VAUGHAN, ONTARIO** – Vaughan Public Libraries (VPL) has been honoured with three prestigious PR Xchange Awards from the American Library Association. The awards, presented annually, recognize outstanding achievements in public relations and marketing materials produced by libraries to promote their services to communities.

The awards, spanning different categories, highlight VPL's commitment to creativity, innovation, and community engagement. VPL's accomplishments were acknowledged in the following areas:

1. **Virtual Exhibits Category:** VPL was recognized for its outstanding contribution to the VMC Library Virtual Tour video in the Virtual Exhibits category. This immersive experience offers library customers a unique insight into the library's resources and services, enhancing the virtual library experience for all.
2. **Advocacy/Fundraising/Annual Reports/Strategic Plans Category:** VPL's 2021 Annual Report stood out in this category, emphasizing the library's dedication to transparency and accountability. The report showcases the library's achievements and outlines its future goals and strategic initiatives.
3. **Special Events Category:** VPL's Masks in the Library video on Instagram was celebrated in the Special Events category. This creative initiative showcased VPL's commitment to community, diversity, equity and inclusion and demonstrated the library's ability to engage with customers innovatively.

The American Library Association's PR Xchange Awards Competition is a prestigious event that evaluates entries based on content, originality, and design. A panel of graphic design, communications, and marketing experts assesses submissions, making these accolades a testament to VPL's excellence in public relations and marketing efforts.

"We are incredibly proud of these achievements, which reflect VPL's commitment to excellence in library services. These awards highlight not only the creativity and dedication of our staff but also the strong bond we share with our community," says VPL CEO Margie Singleton. "These awards inspire us to continue our mission of enriching lives and fostering a love for learning among our customers. We thank the American Library Association for this honour and assure our community that we will continue to provide innovative and engaging library experiences for all."

"We are thrilled to receive these awards from the American Library Association," says VPL Board Chair Gary Sangha. "This achievement reaffirms our dedication to providing exceptional library services to our community. We will continue innovating and engaging with our customers, ensuring the library remains a vibrant hub of knowledge and inspiration."



### **About American Library Association (ALA)**

The American Library Association (ALA) is the world's oldest and largest library association. ALA provides leadership for developing, promoting and improving library and information services and the profession of librarianship to enhance learning and ensure access to information for all.

### **About Vaughan Public Libraries (VPL)**

Vaughan Public Libraries is a leading community-centred library system dedicated to educate, excite and empower the community. With over three million visitors annually and 500,000 resources, advanced technology, and diverse programming, we offer lifelong learning opportunities. Our firm commitment to excellence, diversity, equity, and inclusion fosters a welcoming environment where all can thrive.

#### **For more Information, please contact:**

Robert Symes  
Marketing & Communications Manager  
Vaughan Public Libraries  
905-653-READ (7323) ex. 4608  
[Robert.Symes@vaughan.ca](mailto:Robert.Symes@vaughan.ca)

Denise Foley  
Marketing & Communications Assistant  
Vaughan Public Libraries  
905-653-READ (7323)  
[Denise.Foley@vaughan.ca](mailto:Denise.Foley@vaughan.ca)

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