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## OUTSIDE THE LINES: GRASSROOTS INITIATIVE CONNECTS LIBRARIES WORLDWIDE

*More than 200 libraries shifting perceptions together*

DENVER—Aug. 23, 2016—More than 200 libraries and organizations from around the world have already signed up to participate in [Outside the Lines](#), a weeklong grassroots initiative – Sept. 11-17, 2016 – celebrating the creativity and innovation happening in libraries. Started by a group of Colorado library marketers and directors, this campaign is inspiring libraries of all types and sizes from California to Croatia to shift perceptions of libraries. From libraries that specialize in theatrical plays to cultural centers that serve the indigenous First Nation tribes of Canada, a diverse set of institutions are going above and beyond to connect with their respective communities in unexpected ways. Participating organizations will host creative, unexpected activities meant to demonstrate how libraries are more relevant than ever before.

Below are the stories of three different library systems passionate about connecting with their communities and how they plan to use Outside the Lines to do just that.

### **Healing community in the wake of tragedy Orange County Library System, Florida**

After a gunman killed 49 people at the Pulse nightclub in Orlando this past June, the [Orange County Library System](#) (OCLS) stepped in to help their community heal through materials, donations and awareness. OCLS, participating in Outside the Lines for the second year in a row, is continuing to put the idea of the library as a community connector on full display this September.

“For Outside the Lines, we wanted to do something that would continue to help Orlando heal and also put the city’s strength on display in a very public way,” said Erin Sullivan, public relations administrator for OCLS.

To achieve this goal, OCLS will host PaintStrong Orlando, a public art show and reception on Sept. 15, 2016. PaintStrong Orlando is the result of a collaboration

between OCLS and [Sam Flax](#), an Orlando business that donated art supplies to anyone willing to make a piece of art in response to the Pulse shooting. The call-out for PaintStrong Orlando resulted in more than 250 pieces of original art, many of which will be on display at the downtown Orlando Public Library for the duration of the exhibit. To help spread awareness across the district, many of the pieces will travel to other branches after the exhibit's opening reception.

"We're really proud to show Orlando that the library isn't just a big downtown building where you can check out books, take classes and use computers," says Sullivan. "We're an organization full of people that really care about our community and are proud to call Orlando home."

### **Connecting via motorbikes and community gardens**

#### ***Aarhus Public Libraries, Denmark***

[Aarhus Public Libraries](#) (APL) in Aarhus, Denmark, is globally recognized as one of the leading library systems in the world. APL's [Dokk1 urban mediaspace](#) was awarded [Public Library of the Year](#) by the International Federation of Library Associations on Aug. 15, 2016. To help connect with their community in creative ways, APL will host four Outside the Lines events this September.

"We are excited to get Outside the Lines with libraries from across the world," says Aarhus Public Library staff Marianne Krogbæk, designer; Helene Bruhn Schwartzman, innovation consultant; and Sidsel Bech-Petersen, library transformer, in a joint statement. "OTL is a great opportunity to get out in the community and closer to the everyday lives of citizens."

APL will take their "MoBiB" motorbike, a traveling mobile library transported by a blue Piaggio motor-scooter, out into the community for three pop-up library sessions – at a supermarket parking lot, a local dormitory and in a neighborhood center – during the week of Outside the Lines. These visits will reach people in the places where they live and work, while also providing an opportunity for them to learn about library services over a cup of coffee. APL will also use these interactions to gather feedback from residents about ways to co-create even better libraries and library services to meet the needs of the entire community.

As part of Outside the Lines, APL will also participate in a Harvest Festival at their Risskov Public Library. This library's urban garden allows residents to check out garden plots in order to grow vegetables, fruits and herbs. In addition to celebrating community gardening, APL's Harvest Festival will host a collaborative cooking session using fresh produce from the gardens.

### **Taking it to the streets**

#### ***San Francisco Public Library, California***

The [San Francisco Public Library](#) (SFPL) will take it to the streets in an effort to reintroduce their community to the library and its Magazines and Newspapers Center. During the week of Outside the Lines, SFPL will participate in both San Francisco [Sunday Streets](#) neighborhood festival, as well as the California Academy of Sciences' popular [NightLife series](#). From a family-friendly street fair

to an engaged urban adult nightlife event, these festivities will help the library reach San Francisco's diverse and changing community. During these visits, community members will have the opportunity to explore the library's eMagazines while also learning about the comprehensive and iconic collections of physical magazines available at their local library.

Inspired by the popularity of [#bookface](#) and [Magazine Cover Talk](#), SFPL's outreach efforts will include playful #MagazineFace photo booth activities that invite community members to be a part of a magazine cover. These activities not only offer an opportunity for people to engage with their library in an unexpected, lighthearted way, but also highlight the many iconic covers of historic popular magazines throughout the years.

"San Francisco's Public Library is all about taking its amazing resources out to the streets," says Michelle Jeffers, chief of Community Programs and Partnerships at SFPL. "We are thrilled to be participating in Outside the Lines this year, and can't wait to share our (magazine) issues with the general public in an engaging and cheeky way. People need to know that their local libraries and library staff are fun and awesome."

*Registration for Outside the Lines 2016 is currently open to interested libraries and organizations at [getoutsidethelines.org](http://getoutsidethelines.org). Participating libraries are encouraged to spread the word about their involvement using the #getOTL hashtag across social networks.*

## **ABOUT OUTSIDE THE LINES**

Outside the Lines is an R-Squared initiative designed by Colorado library marketers and directors that gets libraries "walking the walk" – taking action to show our communities how important libraries are and how they've changed. This celebration takes many of the concepts discussed at R-Squared – The Risk & Reward Conference, such as creativity, customer curiosity, culture, community and creative spaces, and puts them into action where they count – in our local communities. Learn more at [getoutsidethelines.org](http://getoutsidethelines.org).

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